TT360
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MODERN SHOW CARD LETTERING DESIGNS ETC

WITH

2000

bright clearcut

ADVERTISING PHRASES

FOR

DISPLAY SIGNS SHOW CARDS AND POSTERS

PRICE: $1.00

PUBLISHED BY
THE THOMPSON SCHOOL OF LETTERING
PONTIAC, MICH.

REVISED EDITION. COMPLETE SELF-INSTRUCTOR

Modern Show Card Lettering, Designs and Advertising Phases

A practical treatise on up-to-date Pen and Brush Lettering, giving instruction respecting many styles of Alphabets, shading, spacing, figures and show card designing

Published by **W. A. Thompson,** *Pontiac, Michigan.*

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Preface

A system for learning Show Card Lettering must combine a definite and a methodical arrangement of practical copies with instructions in detail as to practice, materials used, etc.

Among the hundreds of technical books on the market today there are few, if any, on the subject of general show card lettering that meet the exacting requirements for success among beginners and those of some experience.

A special and distinctive feature in this book is the arrangement of graded copies and instruction designed for practical business purposes. Many have grown discouraged trying to learn the art alone. To those this book comes as a most welcome aid by giving reliable and trustworthy instructions with copies for practice.

We believe our friends will find it an invaluable aid to all who want to acquire a beautiful and rapid method of practical lettering.

Pontiac, Mich.
1906

W. A. Thompson

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THIRD EDITION

Show Card and Ticket Lettering

How to Begin and Necessary Materials

The first number we begin with No. 1 Marking Pen, which throws a solid line or stroke 1-8 of an inch wide. The Marking Pen is a strong and perfect device for rapid and clean cut lettering for small cards, tickets, etc. The use of these pens—different sizes—1-16 to 1-2 inch wide, enables the learner to acquire a substantial and easy method of understanding the proper form and siant of all styles of lettering without the perplexing and laborious task of learning the art with a sable lettering pencil. Our method, if carried out by careful practice and strict attention to the instruction that accompanies each lesson, will bring the student in a very short time to a full mastery of general show card and off-hand lettering with either pen or brush.

INKS—A good ink is very important for neat work. Common writing fluid is too thin to produce a deep color or brilliant letter. You need Ink strong in color with enough Gum Arabic in it to be about the thickness of common syrup or varnish. This will keep it from flowing too freely. Should the ink become too thick and make broken work in your lettering, add a few drops of water and mix. Marking and Shading Inks on the market, made of good material and of the proper consistency, will flow free, cut clean in lettering and dry hard with gloss.—See Page 98.

In practical work it is a decided advantage for the card writer to be enabled to make marking or shading inks as needed. So we give a simple and neat method as to how the student may make inks from the start by preparing the same at first cost. First take a package of "Thompson's

Figure 1.

Ink Powder" of the desired color (see page 99) and pour the contents into an ink bottle. Fill the same nearly full with warm water. This will dissolve the ink powder instantly and make an exceedingly strong solution. Now, all that is necessary is to get good Gum Arabic mucilage and color same by adding a few drops of the ink powder solution. Very little of the solution will produce a brilliant and deep color. If the ink should be too thin add a few pieces of Gum Arabic about the size of a pea; this will make it of the proper consistency. Should the ink become too thick and make broken work in your lettering, add a few drops of water. Very little practice will overcome any difficulty in making and using this ink. For a neat and clean method it would be advisable to get six or eight wide-mouth ounce bottles at a drug store, or any small and low set bottles that may be at

hand. In this way one could have a full line of inks and color mucilage as needed.

In regard to mucilage we may say there are many brands of commercial mucilage now on the market which contain a combination of glue, acids(etc. This very often does not give the best results for clean cut lettering. The best to use is pure Gum Arabic of an ordinary grade (not pulverized.) This, when dissolved with water so that it will bring it to about the consistency of syrup or varnish, may be colored by adding a few drops of the ink powder solution of the desired color. If you make the mucilage in this way always strain through coarse muslin. For individual work an ounce bottle or an ordinary ink bottle of mucilage is plenty to color at a time and will be easily kept in good working order.

PRACTICE PAPER—Any paper of a smooth and firm surface will answer; wrapping paper of this quality will give good results. Don't use paper of a glazed surface. Cross ruled paper is recommended if you are a beginner. By this you have a guide in keeping the pen at the proper angle.

CARE OF PENS—Before you commence place a glass upon your table containing about a half inch of water, then place pens in this as in glass on table in Figure 1. This will keep them in good order for doing nice work. When a method of this kind is not used the pens are liable to get clogged, which is very vexing, as rough and broken letters is the result.

USING INK—Never dip marking pen in ink. Figure 2 shows a neat and quick method of inserting the ink in pen. Take a tooth pick, lead pencil, or small splinter of wood, dip same in bottle, then drop ink by this means between

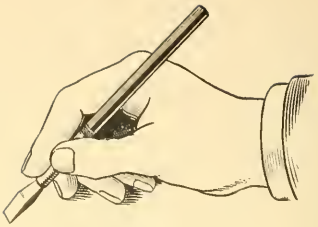


Figure 2.

blades of pen, one or two drops at a time. Don't overload your pen.

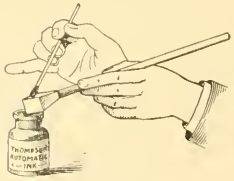
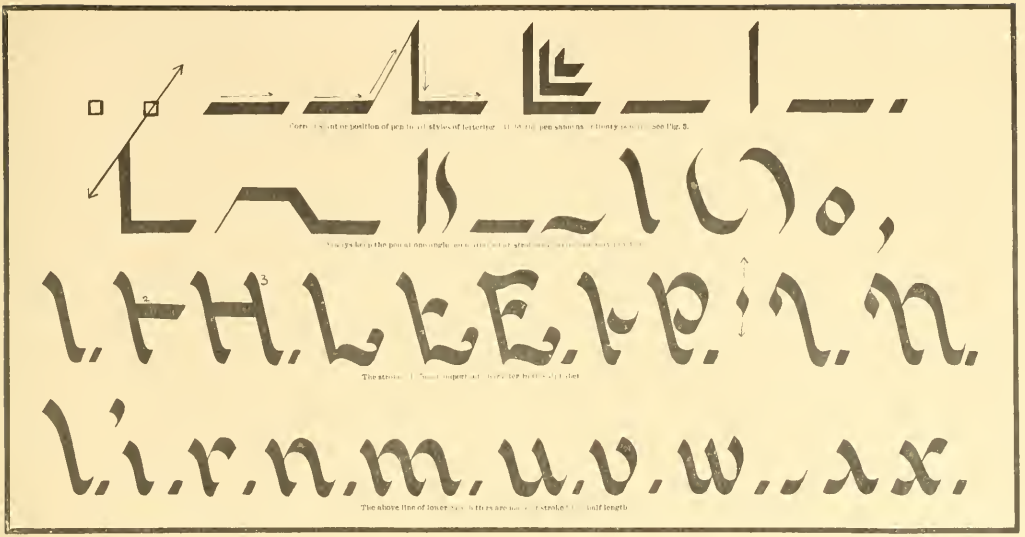


Figure 3.

HOW TO HOLD THE PEN—Observe Figure 3 closely

Number 1.



take the pen in your hand and hold in an easy and natural way, as suggested in this illustration, see that the nib of the pen is at an angle of about 45 degrees from the base line and preserve this position in all marking and shading pen lettering. When you have caught the idea you have already learned one of the first essentials for rapid and ornamental lettering with an easy movement.

HOW TO LETTER—Practice a few minutes with a dry pen, following the strokes or principles given in this number, then write copies of same on your practice paper. Before commencing to letter see that your pen throws a full and clear stroke. Have a small slip of paper at hand to make test strokes before beginning on any particular work. If you are careful a base line will be all that is necessary to preserve the proper position. Go slow, study the position and movement of the different characters. In lettering always use downward pressure and only sufficient to make the ink flow. The pen should never be moved upward unless running edgeways. Fine lines are made by sliding the pen in this way, either up or down.

To be successful in this line of work it is very important to pay particular attention to every detail connected with each number, studying as well as practicing the outlines and construction of each letter.

Number 2.

Study and practice on the construction of letters given in the first line of illustration, and review work on No. 1 before commencing on alphabet.

For a quick mastery of any style of lettering it is necessary to get familiar with the component parts and the order in which they make up a complete letter. Practice carefully on "I" stroke and oval of "O". Always hold pen so that the blades will retain the same slant. Study proportion, spacing and freedom of movement. When lettering lift the pen after stopping—not while in motion.

If, at any time you find your Marking Pens do not work satisfactory and have a tendency to scratch, get a sheet of emery cloth, number 00, and cut a narrow strip of this and tack the same on a small piece of board about 2x6 inches. Draw the blades of pen firmly over the emery cloth lengthwise. This will make the pen smooth and quickly put it in good order for neat work. See that the nitches or teeth of pen are clear, a thin knife blade will remedy any trouble in this line. Always place pens in glass on table or desk as shown in illustration (Number One) before beginning your practice. If anything should occur with your Shading Pens use a smooth oil stone in place of emery cloth. This is important for a smooth surface in order to produce the flat tint or shade of letter.

It is not all study, nor all practice that wins in show card lettering, but a combination of both.

Be sure you understand the proper method for best results.

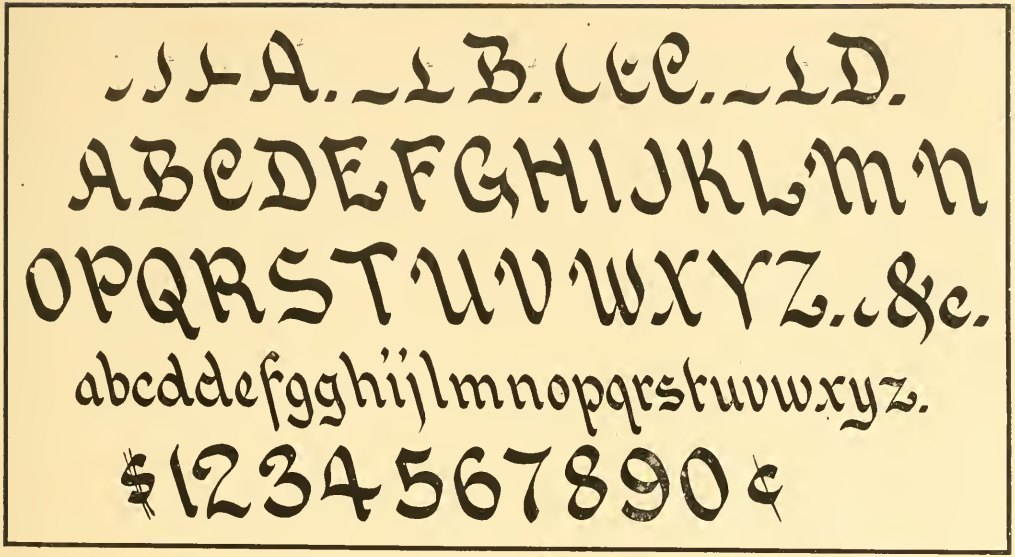
That the pen, arms and paper or cardboard are in proper position.

That the pen contains enough ink—not too much.

That the entire point of pen rests full width on practice paper.

That the pressure of pen is just enough to secure a full and even stroke.

Be careful to use very little of the Ink Powder solution when making Blue or Green Ink. If you get either of these colors too strong they will show almost a dense black. For a bright blue or green color, simply add a few drops of the Ink Powder solution of the desired shade to a small bottle of mucilage.—See Inks, First Number.


A. B. C. D.
ABCDEFGHIJKLMN
OPQRSTUVWXYZ. &c.
abcddefgghiijlmnopqrstuvwxyz.
$1234567890¢

Number 3.

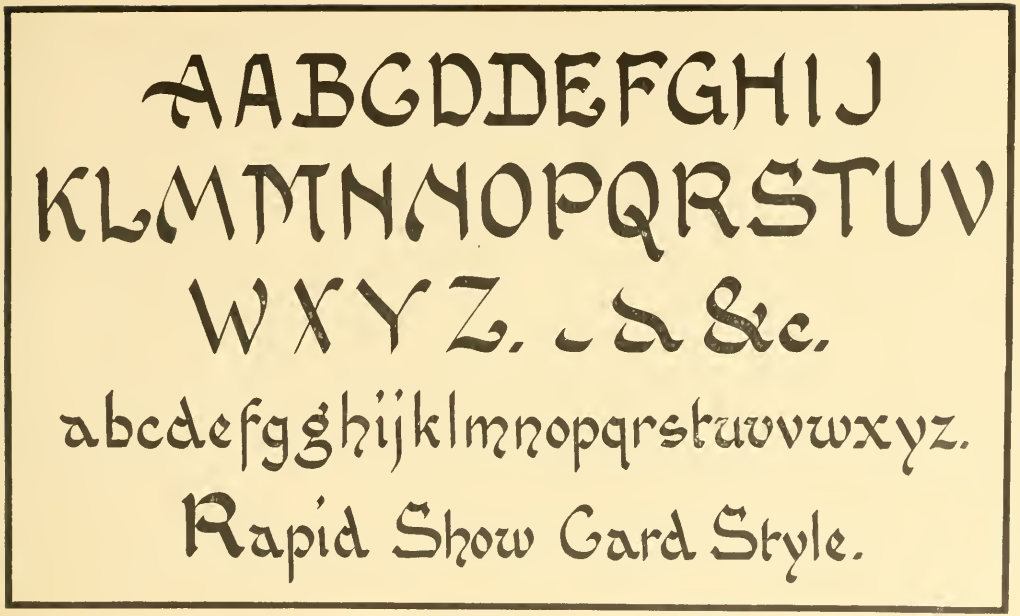
Before beginning on this alphabet it would be well to review the instruction and outlines given in Number 1 and 2 in regard to position of body, pens, inks, etc., also practice faithfully on the outlines and alphabet of same.

In this number you will notice the letters are vertical instead of slanting style, as in former lessons in pen lettering. This alphabet may be made very rapidly and also have the appearance of being somewhat tasty without extra effort, as the letters are formed by natural and rapid strokes of the pen. The size of the letters may be varied by the use of narrow or wide marking pens. The proportion may be varied by making the letters tall and slender or by making them low and extended. Study and practice especially the form and make-up of each letter, then you will be in good position to vary the proportion of lettering or wording on either small or large show cards, tickets, etc.

Pay attention to a few general rules, as follows: For A make the bottom a little wider than B at its widest part. The first strokes of E and L and practically the same. Make the top stem of F as long as top stem of E. Always have the middle stem exactly like E; first stroke of G same as first stroke of C, but a little wider, so as to allow for short horizontal stroke and curve as finish. Make H almost the same width as D. When making letter S always begin with stroke at bottom and build up, the top stroke being the last made, and should be shorter than stroke at bottom. The rest are all easy when you have mastered this alphabet so far. The lower case letters given in the illustration will be found very interesting, as a few simple strokes make up the set.

Te perpendicular stroke, full and half length, is used in b, d, f, h, i, j, k, l, m, n, p, q, r, t, u. If the outlines and instructions in each of these lessons are followed faithfully, the learner, in a short time, will be able to form letters free hand without a ruler, compass or any other guide, except the eye. Spacing should be determined by the form of the letters. Between full letters the space should be wider than between letters where a curve exists, or between those that are open. For example, FG, the space should then be narrower. There is no definite rule for spacing. Practice alone will teach you. As a general rule make the spacing between open letters narrower than between full letters. If the letters are full at the bottom, let the space at the bottom govern.

Practice faithfully and study spacing, make an effort to letter cards and tickets without tracing or guide lines. You will find in a very short time this will be an advantage in the work, and also the lettering, when finished, will present a more handsome appearance than drawn strictly to measured lines.


AABCDDEFGHIJ
KLMMNNOPQRSTUV
WXYZ. & &c.
abcdefgghijklmnopqrstuvvwxyz.
Rapid Show Card Style.

Number 1.

Automatic Shading Pen Lettering

The Automatic Shading Pen is so constructed as to produce two colors or shades at one stroke from one color of ink. It is a strong and perfect device for rapid and ornamental lettering of various styles, and is daily becoming better known and its field of usefulness is unbounded. The work being above the ordinary style of printing or writing, attracts attention to the goods advertised. Notwithstanding the many merits of these pens many have found it difficult to get good results, simply by not understanding or having a proper method of lettering to do the pen and themselves justice.

If you have carefully followed the instructions and outlines in former numbers you will now be in good position to make a very creditable beginning in Automatic Lettering, and in a short time you will excite the curiosity of your frends by rapidly executing new and novel designs in general lettering, also in forming combinations of colors and shades in a few minutes that can not be duplicated in as many hours by the most successful sign painters.

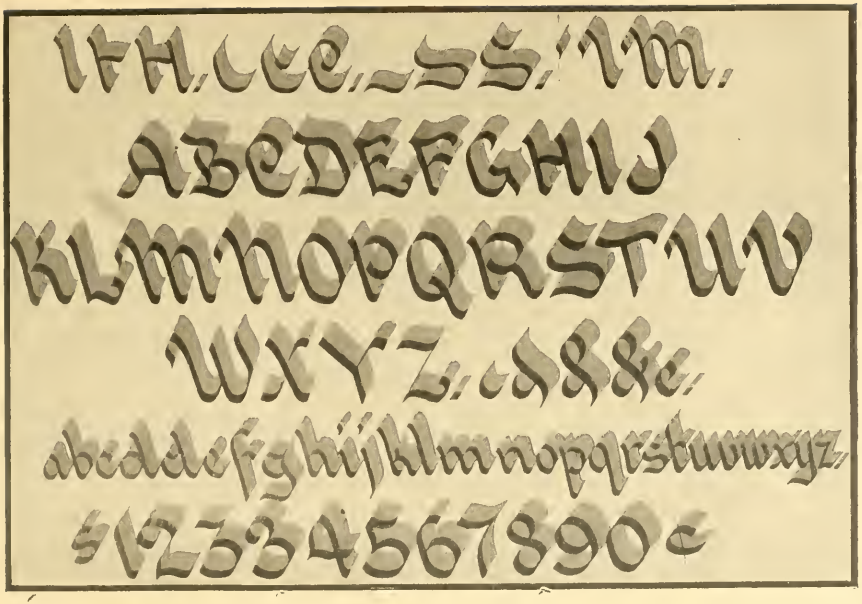
Outside of the practical and unique effects in this class of work by these pens, they enable the learner to acquire the proper forms and slant of many styles of lettering with a greater degree of ease and accuracy than can be done in any other way. This work and practice will be found valuable when beginning on Brush work, as it will aid the learner to make rapid progress in off-hand lettering, and also be an advantage to the more advanced student.

In this number we present a rapid marking alphabet. You will notice the Shading Pens used are considerable wider than the Marking Pens you have been using in former numbers.

Once more in regard to your inks. Shading ink should be a little thicker than the ink for marking pens, but in your practice work, of you use ordinary manilla wrapping paper of a fairly smooth surface, the ink you have been using in former lessons will throw two shades and will work very nicely. In using paper or cardboard of a better quality, that is a hard, smooth surface, your shading ink will have to be of the proper consistency to produce two distinct shades. If your ink does not make two distinct shades (with the Shading Pen) it is too thin. In this case add a few pieces of Gum Arabic; this, when dissolved, will thicken the ink. If the Ink makes broken work and does not work smooth it is too thick; to remedy this add a few drops of water and mix. When practicing always keep a glass with about half an inch of water in same on table or desk as in lesson 1, so as to keep your pens in good working order.

Hold the Shading Pen exactly the same as Marking Pen (see Fig. 3, lesson 1), and be careful to keep the pen at one angle—see lettering. Study carefully the combination of the letters, so as to have your shading uniform. This is important. See letter H in the large letters. (First line in illustration No. 4.) Make first stroke, then cross-bar and finish with last stroke. When making letter S always begin with bottom stroke and build up, the top stroke being the last made. Pay particular attention to the make-up of these two letters as you proceed, and you will readily catch the idea for neat joining of the different parts, so as to bring them clear and distinct. This will help you in forming the other letters of this alphabet. In the small letters note carefully the curves, length and width of each. See how the stroke "I" and the curve of "o" are combined. In making d, first make small "o," then add stroke "I" close to the right; finish b like o; h like n.

Number 4.


ABCDEFGHIJ
KLMNOPQRSTUV
WXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Number 5.

In this number we have the alphabet as given in Number 3, but done with the Automatic Shading Pen. To combine the shade or flat tint in this style of lettering, careful study in the construction or make-up of each letter is very important, as success in shading pen lettering depends almost entirely upon a definite knowledge of how and when each part or stroke of the letter is made and connected.

Persistent practice on the alphabet of number 3 will help you wonderfully in freedom of movement in the style of lettering we present in this number. Practice carefully on vertical strokes and always try to keep your work compact—not too large in beginning, but keep close to the size of copy. Get a definite idea of the strokes of the letter you intend to make before beginning. Put the pen on the paper or cardboard before starting the movement and stop the movement before or as you raise the pen.

In beginning the first stroke of second A, (large letters) draw the pen downward the length of letter, next add cross-bar just below the center, then place pen at top or beginning of first stroke and draw horizontal stroke about half length of cross-bar and run slanting stroke to the base line—see alphabet number 5. Note the construction of letters in first line of this illustration.

When you have mastered the work of this and former numbers you will be able to do very creditable work in either styles of lettering, such as German Text, Old English, etc.

Number 5.

AABCDDEFGHIJ
LKMNNOPQRSTUV
WXYZ &c.
abcdefghijklmnopqrstuvwxyz.
Standard, National.

Ornamental Designs, Etc.

For Automatic Shading and Marking Pen Work

Corner pieces, notice the construction of the first corner piece given in illustration Number 6.

It is simply made up of one simple oval stroke. In beginning make first stroke of small o for beginning of corner, then finish with strokes as shown in illustration. A very neat border can be made up by a continuation of this one stroke. The size of the border or center piece may be varied according to the size of pen used. Shading pens are of different sizes, from 1-16 to 7-8 inch wide.—See page 98.

The second corner piece is similar in construction and make up to that of No. 1, only the strokes are more precise in movement and require considerable practice to make parts uniform. This second corner piece is one of the best movement drills that can be had to strengthen, ease, accuracy and firmness of stroke in all styles of Automatic Shading Pen Lettering.

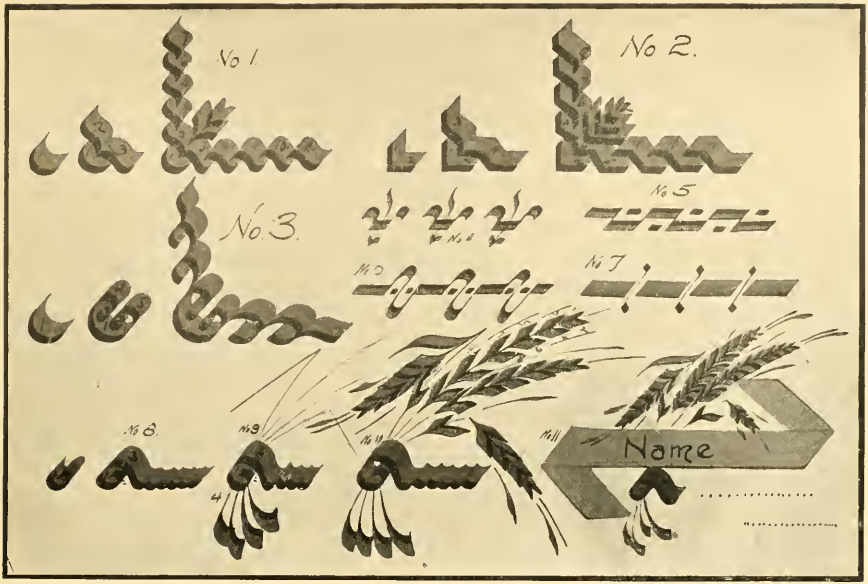
The third corner piece and following border outlines can be followed very easily. We present these illustrations simply to give an outline of this class of work. An endless variety of neat and pretty designs can be added by any one after carefully practicing the copies herewith presented.

WHEAT HEAD DESIGNS—Notice the make-up of small scroll, after you have made this, take another shading pen and insert a suitable color of shading ink in pen. (generally a light brown or pea green) for the wheat heads. In preparing to make the wheat heads first reverse your pen so that it will make a mark opposite to that of general lettering—that is the heavy line or color of stroke being upward, then place pen at small circle of scroll—see illustration—and run pen downward and finish with slight curve to the right) make four strokes of this kind, then begin above the scroll and run pen edgeways and upwards, and complete the fine lines in the direction given in first outline, then finish as shown in second illustration. In finishing the wheat heads always begin at extreme point and work backward, enlarging a trifle at each stroke. In the last wheat design the broad flat tint stroke or background is made with a Non-Shading Pen. Quite a variety of neat scrolls, tinted backgrounds, etc., of various sizes can be rapidly made in this way and can be used in many ways for special work, such as book marks and Christmas cards, by inserting name in place as shown in last outline in plate No. 6.

GOLD LETTERING, for fancy initials, can be quickly and accurately done with either Shading or Marking Pens, but with Shading Pens the ink must be in good working order to produce clean work. Very handsome lettering can be done by using purple shading ink, in fact any suitable color can be used if it is the proper consistency. In this class of work—first do your lettering as in the ordinary way, then in a few moments add Gold Bronze upon your paper or cardboard and draw or dust the bronze over the lettering with a soft cloth or wad of cotton batting, or a clipping of plush, then when thoroughly dry dust or wipe off superfluous bronze upon another sheet of clean paper so that you may use it again. Flitters, Diamond Dust, etc., may be applied in the same way with brush or lettering pencil. Mucilage alone is a good adhesive and quick in drying, and holds bronze or flitters securely with a high gloss. You will notice that the bronze does not adhere to the tint or shade of letter, as the ink of the shading dries almost instantly after leaving the Shading Pen. In this way you have a Gold Letter with a purple or pink thickness or shade which is governed by the color of the ink used. Flocks, Bronze and Metallics can be used with Marking or Shading Pen Lettering with neat and striking results. Very pretty work can be done with Marking Pens on curtain stuff or opaque cloth, in Bronze Lettering of various shades. When using flocks or bronzes always have your inks covered so as to keep them in good working order.

For Gold and Flitter work a few drops of glycerine added to Shading or Marking ink will be found an advantage for clean cut lettering, and have great adhesive qualities for Bronzes, Flitters, etc.

Number 6.



Pen Lettering

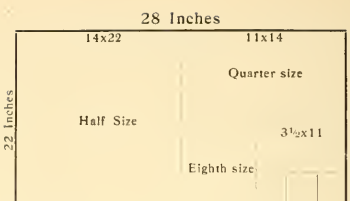
Number 7.

Demand for advertising cards made with Marking and Automatic Shading Pens is on the increase. The student who has acquired a fair degree of proficiency in this class of lettering, and becomes acquainted with how great a variety of work the pen is capable of and also how much such work is admired by all will find a steady and increasing demand for various styles of Display Signs and Cards in any locality.

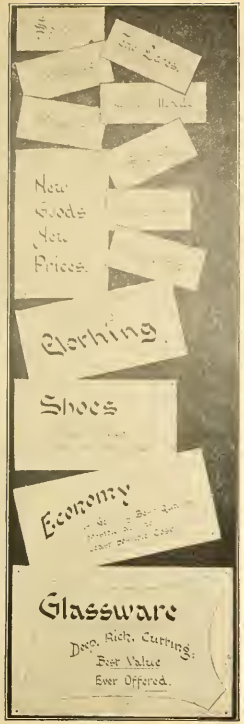
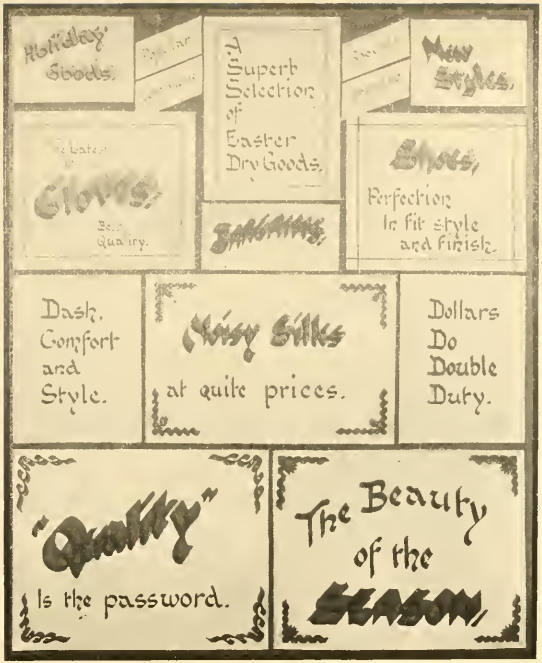
The cards presented here for a review and suggestions embrace the alphabets in pen lettering.

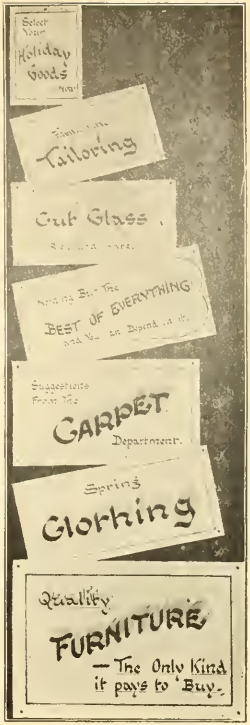
Cardboard

Common white cardboard, 4-ply, is the best to use for general card and ticket pen lettering. Don't use cardboard of a glazed surface or in colors for pen work unless you use white ink. Considerable time may be saved if you get the idea of the many sizes that may be cut from a full sheet, and also avoid waste. Cardboard in large sheets measures 22x28 inches, and can be cut in small cards, any desired size, at a job printing office, or you may have it done at a tinsmith's shop by using the foot power shears, the cost will be but a trifle, if any, and you will have everything cut uniform. I will give a little outline here that may be used as a suggestion for cutting different sizes. Note the size of full card and parts.



Use scissors for cutting out price tickets that are not of a square cut. Odd or peculiar shapes, such as triangles, circles, crescents, stars, ovals, diamonds, etc., make very tasty cards and tickets, if not made too large. A very neat and dainty calling card can be made with either shading or marking pen, and a variety of styles of finish may be made by adding bronze, metallics, etc. Use No. 00 marking pen when a very small style of letter is desired. The specimens of show card work given in illustration Number 7 embraces a practical, every-day style of work that can be done very rapidly. Any one having mastered the four alphabets (marking and shading pen) used in the make-up of these cards will have little trouble with more elaborate styles. Study carefully the nature of the shading pen. See that you understand what is necessary to produce a full stroke in lettering with clean cut shading. Keep your shading ink of the right thickness. Don't get all the colors of ink you have on one card. Better use two colors with taste than half a dozen at random. Always aim for harmony and neat contrast in color when using ornamentation of any kind.


New Goods Low Prices.
Clothing
Shoes
Economy
Glassware
Deep, Rich, Cutting.
Best Value
Ever Offered.

Holiday Goods.
A Superb Selection of Easter Dry Goods.
New Styles.
Gloves.
Best Quality.
Shoes.
Perfection in fit style and finish.
Dash, Comfort and Style.
Novy Silks
at quite prices.
Dollars Do Double Duty.
"Quality"
Is the password.
The Beauty of the
SEASON.


Holiday Goods
Tailoring
Cut Glass
BEST OF EVERYTHING
CARPET
Department.
Spring
Clothing
Quality
FURNITURE
— The Only Kind it pays to Buy.

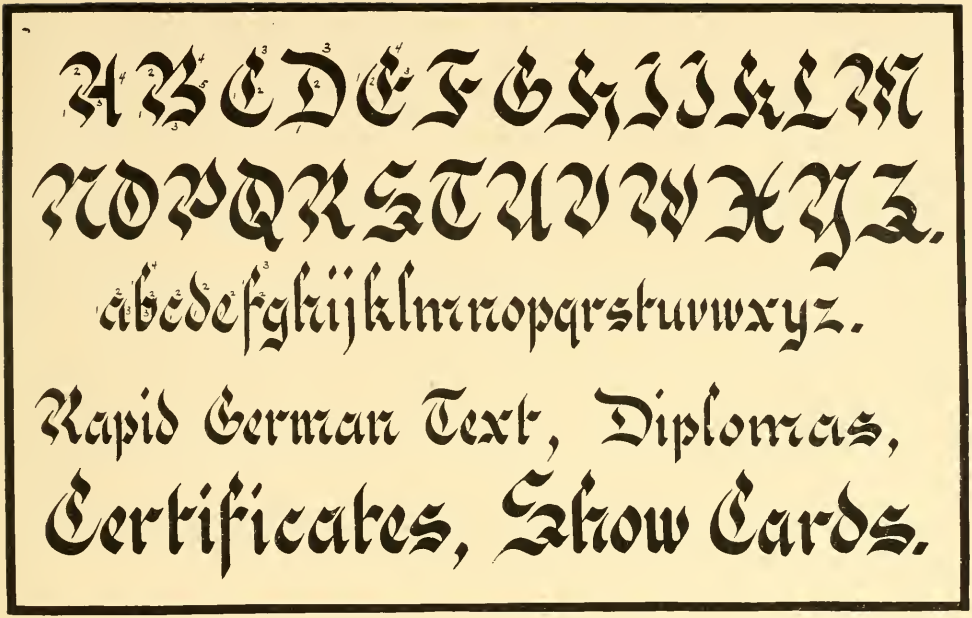
Rapid German Text

Number 8.

German Text is one of the most useful alphabets and is now extensively used for engrossing and all purposes where a display is desired beyond that of ordinary writing.

It is a decided advantage to the show card writer to be able to execute in a finished and artistic manner all styles of Text Lettering in the way of filling in Diplomas, Stock Certificates, Records, Memorials, Etc.

In practice on this style, hold the pen with point at same angle from base line as that given in former numbers. Draw base and head lines for small letters and a top line for capitals. Practice with Number 0 or No. 1. Marking pen is advised. Use a good grade of ink that will flow free and dry hard.—See Page 98. Note the construction of the letters by the small figures in accompanying illustration. First get good control of the oval characters, both right and left, and bear in mind that any improvement made by continued and careful practice on any one exercise will improve your movement and must necessarily improve the letters bearing any relation to that particular exercise. The main thing is careful practice and close observation. Practice on familiar words, names, etc., and concentrate your mind on the subject, study form, spacing and proportion.


A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z.
a b c d e f g h i j k l m n o p q r s t u v w x y z.
Rapid German Text, Diplomas,
Certificates, Show Cards.

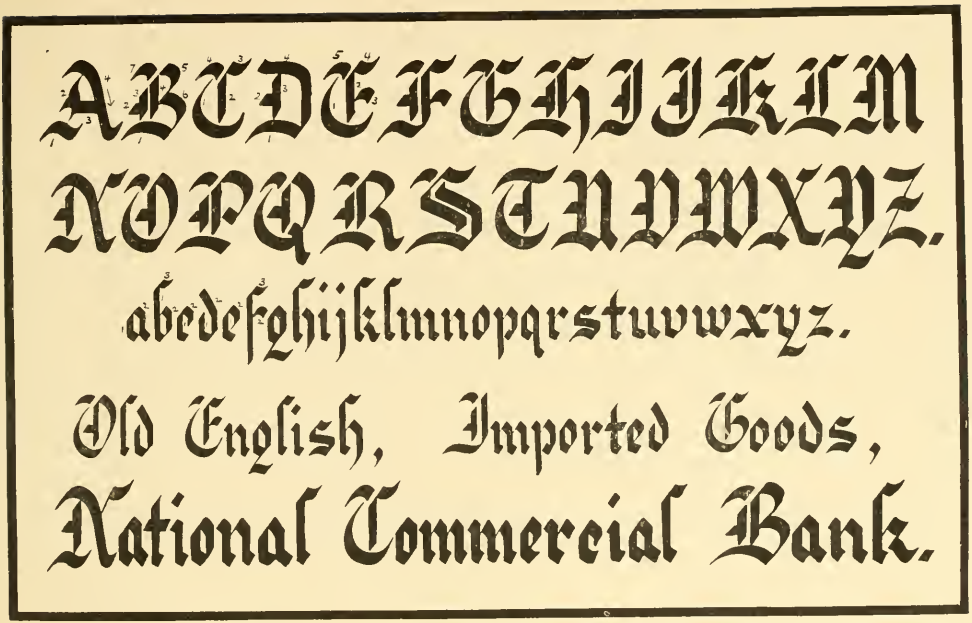
Rapid Old English

Number 9.

The alphabets in accompanying illustration are made entirely with Number 0 and 1 Marking Pens without retouching. While the lettering appears easily made, it must have plenty of practice before it can be made correct and rapidly. The ovals or broad curves in this style are the same as that given in german Text. The straight lines should be made with a full and free movement.

The curves and straight lines can not help but come uniform when the pen is held slanting in the same direction from the base line. The small figures in illustration will show how the letters are made. Always work from the base line up, and from left to right. In practice, use base and head lines as suggested in Number 8, and note carefully the form of each letter. Practice the principles thoroughly, as shown in capital letters B, and C. These movements will give you good control in this style of lettering.

Quite a variety of styles of finish may be made in the way of light line shading by using an ordinary writing pen or a double-pointed Soennecken lettering pen. The forms of the letters may be varied as well as the treatment, so that there is no end to the variety in this alphabet as in all others.


ABCDEFGHIJKLM
NOPQRSTUVWXYZ.
abcdefghijklmnopqrstuvwxyz.
Old English, Imported Goods,
National Commercial Bank.

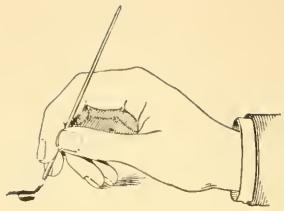
Number 10.

Brush Lettering

How to Hold the Brush

The brush or lettering pencil should be held similar to the manner of holding an ordinarry pen or lead pencil, except that the brush must be held more upright. Freedom in brush lettering is essential. For card work the arm should rest in a natural way upon the table or desk. This will allow it to roll on the fleshy part of the arm, below the elbow. If you are not certain just where to rest it, lay the hand flatly on the table so that the elbow will be about even with the edge of the table, then raise the hand slightly, opening and closing the same will cause the muscle to raise the arm. The muscle that raises the arm is used as a pivot for the arm to move or roll upon. By closely studying this you will have no trouble to secure a correct position. For small lettering, about one or two inches high, this position will be found very easy for rapid and even work. In larger lettering it is very often found an advantage to vary slightly from the above, but in most cases this position will answer nicely for good work. See illustration for holding the lettering pencil. Pay particular attention to the directions given and follow closely as possible.

The position at table or desk is the same as in pen letter-



ing, see figure 2. For practice paper use a good quality of Manilla wrapping paper, not too heavy but of a smooth and firm surface.

The outlines given in exercise No. 10 are simple in construction and uniform in style. In this alphabet the advantage consists in that the letters are formed by natural and rapid strokes of the brush. It is a good idea to cultivate the hand to steadiness, also to get familiar with the working of the brush in compact form. The size of the letters may be varied by the use of large or small brushes. The proportion may also be varied by making the letters tall and slender (narrow) or by making them low and extended (wide and round). Be sure to practice on one size until you have it thoroughly mastered, then increase or decrease their size uniformly in order that you may develop confidence in your ability to make each stroke in harmony, be the letters of any desired size.

Brushes

The Card Writer should have a variety of brushes—four sizes of Red Sable brushes. Many beginners make a mistake by using camel's Hair brushes which do not have the required elasticity for good clean cut lettering. Red Sable brushes, Numbers 5, 7, 9 and 12 will give entire satisfaction in general show card lettering. These will throw a line from 1-16 to 5-8 of an inch wide. A brush that will throw a line the size as given in exercise Number 10, is advised in beginning practice.

For a first class Show Card Brush outfit, see Page 101.

Careful practice, especially with the size of brush you like, will enable you to do neat and clean lettering, with little retouching, if any, so much so as to seem wonderful to one unaccustomed to this class of work. Pay particular attention to the care of your brushes. After using them in water colors clean with cold water and soap before allowing them to dry. Always keep oil and water color brushes in separate places. Don't use them in a harsh way or get in the idea that they are for the purpose of mixing paints. Treat them right and they will easily give justice to every stroke you make. The points of brushes should be portected when not in use.

Figure 2.

SHOW CARD PAINTS—For general card and ticket work use either water or Japan colors. Do not use colors ground in oil for lettering on paper or cardboard. Water colors are the best to use. Prepared colors are recommended whenever it is handy to obtain them. They are put up in bottles or jars and ready for immediate use. All colors can be had in this form.

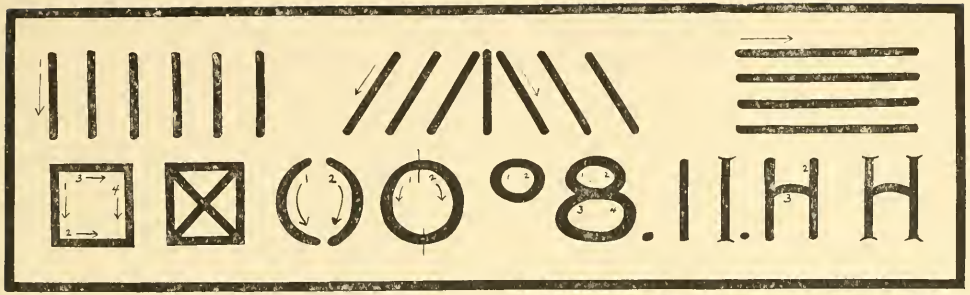
Our EUREKA Show Card Paint, or EVER READY Paint-Ink, See Pages 102-103, fully answers all the varied requirements and for cleanliness and ease in lettering cannot be excelled.

A very good and serviceable show card paint may be made by yourself. The colors usually employed are termed "Dry

Water Colors." They can be had at any druggist's or paint supply store. The following will make up a good assortment of colors: Vermillion, Ultramarine Blue, Chrome Yellow, Lamp-Black and Flake White, also some good Gum Arabic Mucilage to use as a binder. Pure Gum Arabic in its natural state is excellent, and when dissolved, will flow easier for clean and even lettering. However, good micilage will answer, and is generally used.

PREPARING SHOW CARD PAINT—Mix any desired color, by adding enough mucilage to make it about the consistency of thick dough, add whiting or flake white to any color you wish to be of a lighter shade, then grind the same by using a pallette knife with a flexible blade or other similar means which may be at hand. In place of a marble slab to rub or grind the paint on, a square piece of glass or large dinner plate makes a good substitute on which to mix the colors. After mixing thoroughly to about the consistency of a thick paste, it will be ready for use. Mix each color as needed in the same way, and place separately in small saucers, tin cups or round tin boxes about an inch deep and two or three inches in diameter. If you use the latter, don't fill them more than two-thirds full and place them in a low set box, so they may be always ready and still covered, free from dust, when not in use. Don't make up too much at a time; small lots are better and will last considerable time. Always see that your paint is thick enough for a firm and even stroke. These colors in mucilage will get hard when set aside or not in use, but that does not matter, as a few drops of water will bring it to the proper consistency in a short time. When your paint is of the right thickness and brush kept in good working order, it has a tendency to grip the card or paper that you are working on, thus it will be seen the advantage and easy control of the brush in making full and even lettering. A little study here will soon show results to justify thoughtful, systematic practice.

Number 10.



Elementary Practice

The above strokes as arranged for this number must be carefully mastered by the student. Lettering is not a natural gift as many people would like to believe, but on the other hand is a mechanical art, and can be mastered as readily by one student as another, provided he has a healthy hand and brain and can learn any other branch of education.

Show card lettering demands a perfect control of the hand and a well trained eye. The card writer should be able to measure distances correctly with the eye and must be able to keep the hand steady and an even pressure on the brush or lettering pencil.

The characters illustrated above will be found very useful to establish a free, easy and accurate movement. In show card lettering there are just two movements of the brush to be used—from top to bottom, and from left to right.

At first no attempt should be made at speed. Remember, that to succeed, study must attend your practice.

Brush Lettering

Number 11.

In this number we present a full alphabet which will be found very interesting and of practical value to the card writer. In beginning, a plain letter well made if far superior to a fancy letter poorly done. If you have practiced faithfully on the exercises in Number 10 you will now be able to master this alphabet very readily.

Be careful to maintain an even width of stroke in curves, straight lines, etc. This will be found good practice and the foundation for success in all styles of brush lettering. Use one color till you can do fairly good lettering. Simple forms are not only more easily and rapidly executed, but they are more easily read by the general public than ornate styles; in fact lettering that takes the most time is worth the least from a business point of view—especially for temporary sign work, show cards, etc.

When lettering dip paint often and sparingly. The practice paper is placed straight with the edge of the table or desk; line of lettering may be varried from six to eighteen inches from edge of table. Be content to letter slowly at first and then to increase speed, which will follow very rapidly.

Be sure to practice on one size until you have it thoroughly mastered, then increase or decrease their size uniformly in order that you may develop confidence in your ability to make each stroke in harmony, be the letters of any desired size.

Take B or D as the gauge by which to determine the general width of most letters. Pay attention to a few general rules, as follows: The first strokes of E and F are precisely the same. Make the top stem of F as long as E. Always have the middle stem of E and F a little above the center. Make the first stroke of G exactly like C, but a little wider, so as to allow for short perpendicular stroke and horizontal curve finish. Make H almost the same width as D. The bottom of K should be wider than top; let the second stroke strike the perpendicular stroke a little below the center and have the bottom slant stroke strike the upper slant, as shown in illustration. . The rest are all easy when you have mastered this alphabet so far. Note the small figures; these show the order of how the different parts go together to make up a complete letter.

The lower case or small letters given in the illustration will be found interesting, as a few simple strokes make up the set. If these are followed faithfully the learner, in a short time, will be able to form letters free hand without a ruler, compass or any other guide, except the eye. Spacing should be determined by the form of the letters. As a general rule make the spacing between open or curved letters narrower than between full letters. If the letters are full at the bottom, let the space at the bottom govern.

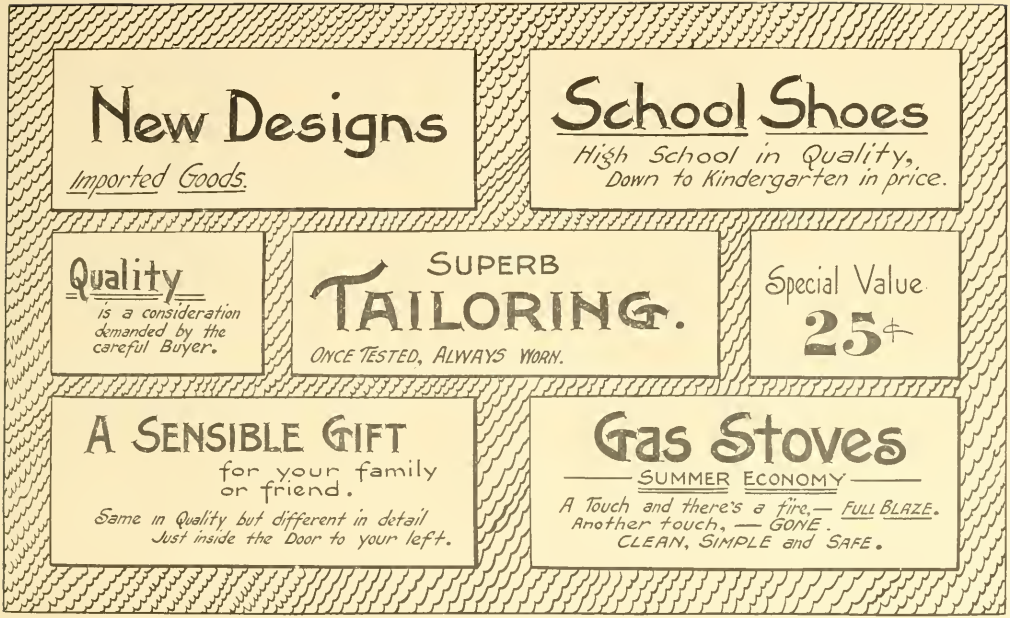
ABCDEFGHIJ
KLMNOPQRSTU
VWXYZ.&. &.
abcdefghijklmnopq
rstuvwxyz.
$1234567890¢

Number 12.

Single-Stroke lettering is the easiest and quickest letter to make and also will admit all styles of finish and shading to good advantage. Note the simple strokes in above illustration, also the tip finish on letters of second line. The tip or small cross should be a very light line. This can be done very quickly and will add strength and finish in practical Show Card work. Always finish a full word or line in lettering, then add light line finish as indicated.

The show card designs in illustration 13, are all done in single-stroke lettering (Black show card paint and white cardboard) and represent very rapid work. Number 7 and Number 12 Red Sable Brushes are the best to use for rapid show card work of this style.

The student who is trying to attain perfection in brush lettering will find it of great importance to thoroughly master this alphabet. After proficiency in this has been gained the foundation is laid and all styles of lettering will come easily, for in these are found nearly all the lines of strokes from which other alphabets are formed, and by a thorough knowledge of their forms we can more easily distinguish whatever variations may occur in the make up of other styles of lettering.


New Designs
Imported Goods.
School Shoes
High School in Quality,
Down to Kindergarten in price.
Quality
is a consideration
demanded by the
careful Buyer.
SUPERB
TAILORING.
ONCE TESTED, ALWAYS WORN.
Special Value
25¢
A SENSIBLE GIFT
for your family
or friend.
Same in Quality but different in detail
Just inside the Door to your left.
Gas Stoves
SUMMER ECONOMY
A Touch and there's a fire.— FULL BLAZE.
Another touch. — GONE.
CLEAN, SIMPLE and SAFE.

Figures

Number 14.

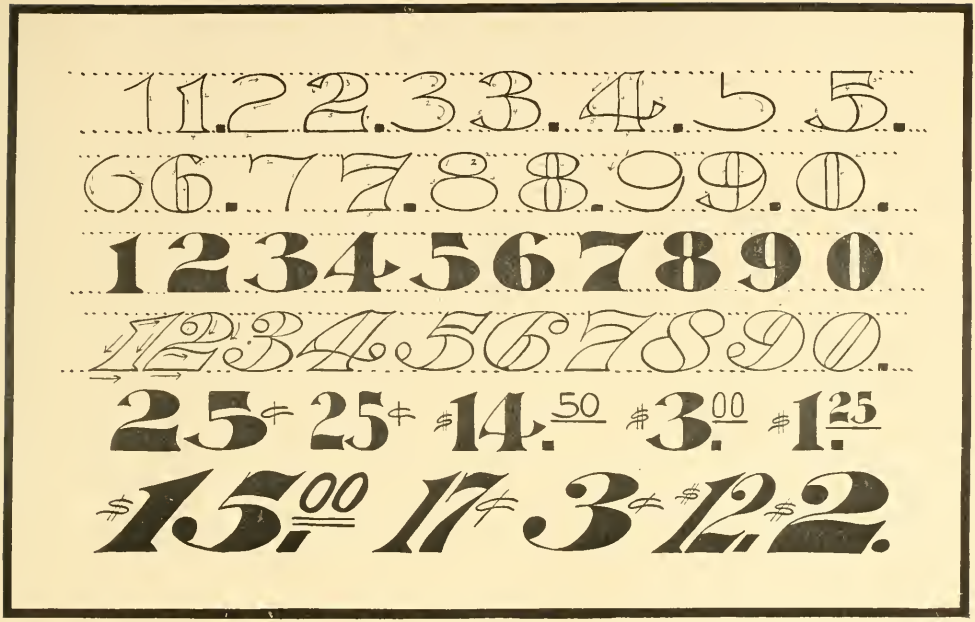
Making good figures is no more a gift than is good reading, grammar, or any other attainment, and in the same way it is and may be acquired, viz: by patient and studious effort.

Rapid lettering, figures, etc., is just as much a subject for study and thought as any other branch of education. Study must, however, be united with practice. The correct form and contruction of general lettering and figures must be learned by study, while practice must give the manual dexterity for its easy and graceful execution. Most failures in this line of work come from not properly uniting study and practice. Careful study with too little practice will give work comparatively accurate in its form and manner of construction, but labored, stiff and awkward in its execution, while upon the other hand, much practice with little study imparts a more easy and flowing movement, but with less accuracy as regards to form and general proportion, which will commonly have a loose and sprawly appearance.

To make these figures easy and rapid the first requisite is a knowledge of form. The next and most important essential is skill with the lettering pencil, which only comes by proper effort, repeated. In beginning first take up the study and practice of the component parts of the figures given in the first two lines of illustration. Practice on these until you can make each one any time of the day without preliminary practice. Review instruction given in former lessons. Pay close attention to a few general rules while at work—See that the lettering pencil, arms and practice paper are in proper position, also freedom of stroke and steadiness or control of motion by the grip of brush upon the surface when at work. (This is quite evident when paint and lettering pencil is in good working order.)

Be careful not to go any faster than the work or outlines can be done well. Practice patiently and earnestly until a poor figure is an exception, not the rule. After you can make with ease the figures in outline as given in the first two lines of illustration, you may begin to fill them in solid with paint as shown in third line.

Practice on different sizes so that you can meet any space with prominent and clean cut figures. The slanting figures given in illustration can be used to good advantage in all styles of card and ticket work, and when mastered becomes a general favorite.


1 1. 2 2. 3 3. 4. 5 5.
6 6. 7 7. 8 8. 9 9. 0.
1 2 3 4 5 6 7 8 9 0
1 2 3 4. 5 6 7 8 9 0.
25¢ 25¢ $14.50 $3.00 $1.25
$15.00 17¢ 3¢ $12. $2.

Modern Roman

Brush Lettering

Number 15.

Careful systematic practice on single stroke lettering will enable you to master this style of alphabet vary readily.

In practice on this style outline each letter complete with lettering pencil before filling in. Be careful not to get the light lines or joinings too heavy, as this will have a tendency to make your work appear heavy and clumsy. Note the form and make up of open letters in illustration. The small figures show the order in which each letter is made.

Make the upper part of B smaller than the bottom. The bottom stem of E a little larger than the top stem. First stroke of G is the same as C, but a little wider, so as to allow for G finish. Make the bottom part of K as wide as bottom of A. Let the slant of K that forms the lap, strike the perpendicular stroke a little below the center. The first stroke of X and character & should slant more to the left than first stroke of either V or W. For general proportion of letters read Number 11 and study the width and form of each letter in this lesson. The same strokes of letters in Number 11 are used in this style in making first outline. The following strokes are added as shown in illustration to give body and strength to each letter. Always have your lettering pencils or brushes in good working order before charging with color. For quick work the size of letters generally determine the size of lettering pencil to use.

In practice make the letters about the size of those in "SIGNS" as shown in illustration. This size will give good command in movement that will enable one to do larger lettering.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
SIGNS

Modern Roman
Brush Lettering

Lower Case Letters

Number 16.

In general card-sign lettering lower case or small letters are very important. For the beginner it is advisable to sketch or outline the different letters with a lead pencil until thoroughly familiar with the construction of each letter. Use head and base lines and outline freely. Depend more upon the eye for seeing and the hand for doing. The principal forms or strokes in this alphabet are much the same as those given in the lower case letters in Number 11, which is one stroke lettering. Note the construction of the letters in the first two lines of the accompanying illustration. The small figures show the order in which the different parts of the letters are made before filling in.

By careful practice and close observation to the relation and construction of these letters you will get acquainted with many little details in the make-up of letters that at first did not appear. Always keep on the look out for improvement; close observation will help you wonderfully.

The short, small letters, a, c, e, etc., should be about two-thirds as tall as h, k and l, which are the same height as the capitals, but not quite so heavy. To-day the lettering that pleases must be done with a uniform and free movement. This insures full and smooth edges, alike on capitals and small letters.

Be careful to have your brushes and paints in good working order and make up your mind you are going to be a leader in this kind of work and you will win. Look backward, examine your work critically, and if you find it defective, it would be time saved in the end if you return and practice faithfully on the particular stroke or letter that seems difficult.

Number 16.

abcdefghijklmn
opqrstuvwxyz.
abcdefghijklmn
opqrstuvwxyz.
Millinery

Show Card
Brush Lettering

Number 17.

For card work use the same quality of card board as advised for pen lettering, only that it be 6 or 8 ply. The thickness of cardboard is generally governed by the size of the sign you wish to have. For a full card, 22x28, 8 ply would be required so that it would stand up in good shape. Smaller cards may be of lighter grade. For lettering use black or one color until you can do a fairly good job. Be careful in using colors. Don't make a red letter and shade it with blue, or vice versa. Don't use a variety of colors or a different color for each letter of a word you want to bring out prominent. Don't make the upper half of a letter red and the bottom blue; if you do you are going to produce a card that is hard to read and lacks taste.

Show card lettering is an art which requires much application. A learner thoroughly familiar with its elementary principles still needs diligent practice before he can atttain a reasonable skill in execution. Good lettering can only be acquired by careful and studious practice. After a line of lettering has been written, it should be carefully looked over and studied to find the faults. Observing the faults and giving thought as to how they may be corrected or avoided in the next line of practice opens the way for continual improvement.

When movement exercises are practiced the utmost pains should be taken to repeat them with precision, and each effort should be subjected to a searching criticism and comparison with the copy.

Number 17.

The show-cards and prices tickets shown in this illustration are made from alphabet plates numbers 11, 15, 16 and figure plate number 14. An endless variety of neat show cards can be made from these two alphabets. The different designs illustrated herewith show what any new beginner can do with a little careful practice.

The original cards were in red and lettered with white paint. The largest size card was 14x22 inches. The card "Any Article in This Window" was 11x14 inches.—"New Goods, Popular Prces," 9x22 inches. Very showy effects can be made when using red card-board and white paint by adding green flitters in shading letters and border lines in white or gold. This can be done very rapid and will always present a very artistic appearance.

BULLETIN SCRIPT, Latest Telegrams! National

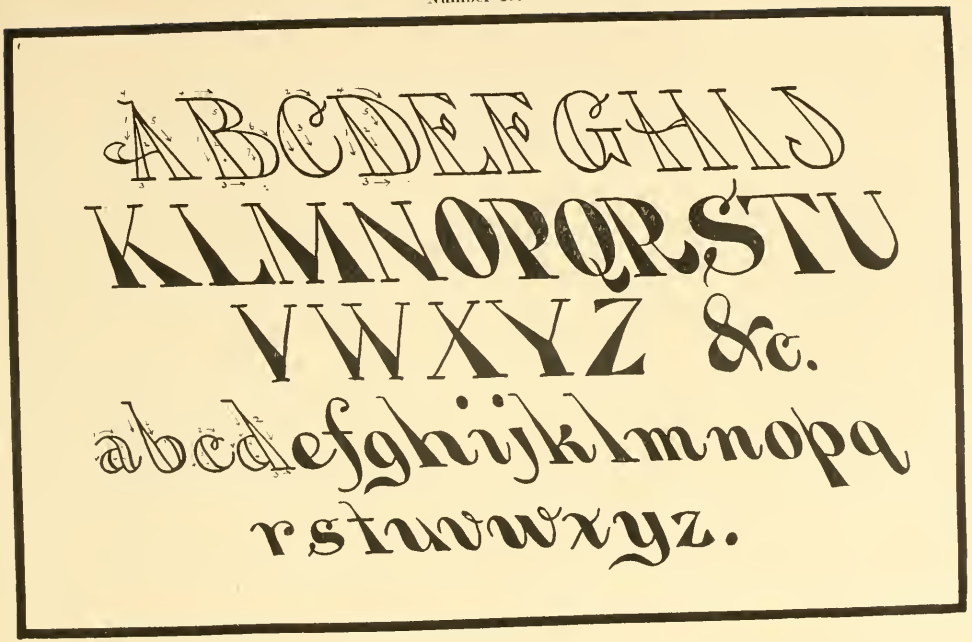
Bulletin Script

Number 18.

Bulletin Script or—Shippers Box Marking—is a good and rapid style for special announcements, Bulletins, etc. The materials should be adapted to the work in hand. In marking on rough surfaces a Bristle Brush is in order, and if marking on paper or smooth surfaces a fine smooth Ox Hair brush will do good work. For practice a good grade of wrapping paper should be used.

The ink should be of a thick consistency—our EVER READY Paint-Ink (page 102) is admirably adapted to all kinds of rapid lettering on paper and cardboard. Never use common writing fluid, nor lampblack and kerosene. If marking ink is not to be had, the following will make a serviceable substitute: To a pint of liquid wash bluing, and a nickel bottle of mucilage and enough dry bluing to produce the depth of color you wish. Stir well before using. The strokes should be made with a slow and uniform speed to enable the learner to use his taste and good judgment. All lines are made with a movement of the brush towards the letterer. The left oblique slope is generally used, it being best adapted to the use of the brush in the simplest styles of letters. Study the construction of the letters in Number 19, and practice on familiar words and sentences as given in Number 18.

Legibility, neatness and dispatch are the requisites.


ABCDEFGHIJ
KLMNOPQRSTU
VWXYZ &c.
abcdefghijklmnopq
rstuvwxyz.

New Goods, Show Card Art.

Italic Roman

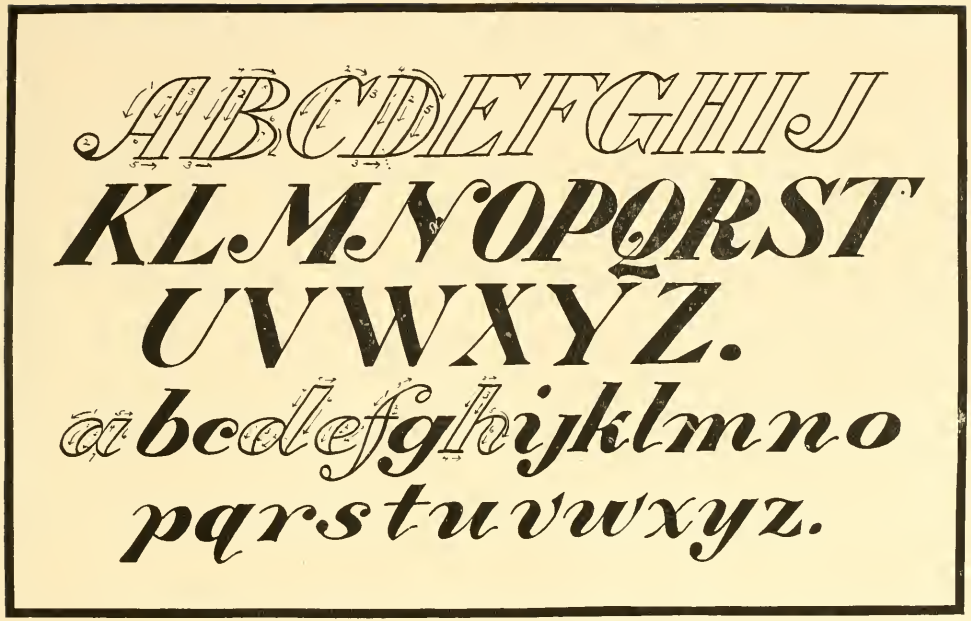
Number 20.

The style of letters in Number 21 can be used to excellant advantage in artistic show cards of all sizes. Slant well to the left and outline freely. These letters will look well narrow and condensed or broad and extended. The outlines in illustration show how each letter is made.

Very artistic color effects can be rapidly done by using EVER READY Paint-Ink—for instance outline the letters with black and fill in with red or light pea-green or any other color desired. All these colors show their original and true strength when used on white card board. The over-lapping of the bright colors on the outline of letters when filling in will not interfer with the first outline of letter.

In using these paints a beginner can outclass an experienced letterer who is not acquainted with the value and use of transparent paints for rapid work on white card board.

Skill in all things come only from proper knowledge and careful practice. A correct mental conception of all forms of letters and the general construction of advertising show cards must first be acquired and then developed so as to meet all requirements with ease and rapidity.


ABCDEFGHIJ
KLMNOPQRST
UVWXYZ.
abcdefghijklmno
pqrstuvwxyz.

Convex Roman Alphabet

Number 22.

The alphabet presented in this number will be found very useful and practical for neat and novel designs in card sign lettering. To make these letters easily, study and practice on the component parts of each letter. Take each letter of a similar make up in its regular order and practice carefully until you can make each one any time of the day without preliminary practice. The curved lines in forming C, D, G, O, etc., as given in illustration, are easily made and showy. The size of letters in this alphabet may be varied for any kind of work and look well when in proportion.

When the brush or pencil is in good working order the hair will offer no resistance when making circles, curves or straight lines. In general card-sign lettering you need a well-trained eye, and as drawing trains the eye better than anything else, you should go to work in earnest for the two-fold purpose of learning to observe and learning to draw. In lettering, depend largely upon the eye and hand. They can become very accurate for all practical purposes. Sometimes it is best and quickest to use rule and measurements, but you should be able to do it both ways.

There are a few stereotyped rules that one must bear in mind while at work; of course, being careful always not to allow the rules to interfere with one's own originality. These rules are so commonly known that I simply call attention to a few of them, such as position of paper or cardboard, holding the brush, freedom of stroke, proper working of the muscles of the arm when resting on table, the steadiness or control of motion by the grip of brush upon the surface when lettering. (This is quite evident) when paint is in good working order. Brushes in good working order always before charging with color. Paint well prepared and in moderately thick liquid form.

The rough of broken parts of lettering or brush getting a "twist" and seem dead, as in turning up on ends, show that some of these rules are neglected. Right at this point find out where you are deficient before going any further. It will be to your advantage to get familiar with every detail. It doesn't pay for a person to study who does not think. Aim at all times to practice thoughtfully and with a view of improving each and every form. This will mean effort, but it is only through repeated attempts that good work is possible.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ&
ABCDEFGHIJKLMN
OPQRSTUVWXYZ&.
CONVEX

Convex Roman Alphabet

Number 23.

Lower Case Letters

This style of lower case letters is similar in construction to those in Number 10, but more attractive for a certain class of show card lettering. Persistent practice on one stroke lettering as given in Number 11 and careful study on Numbers 15 and 16 will be found a great advantage for neat and rapid work in this style of alphabet.

For show cards of a permanent character considerable care should be taken in the preparation and working, while the temporary card merely calls for "something neat and quick."

In general show card lettering don't use extra large cards with the idea that the size will give prominence. Try to bring out strong and compact lettering on small and medium cards. The fewer the words on a show card the better it will be, as a rule. A card with lettering of uniform size and considerable space outside of the lettering will present a neat and tidy appearance without marginal lines. When the lettering varies in size and the spaces between lines are not uniform, a line run about an inch from the edge of card will make it appear more compact and generally adds to appearance.

In practice on the letters given in the illustration aim to outline each letter with a free and accurate movement before filling in.

For practice make the letters at least one inch high.

abcdefghijklmn
opqrstuvwxyz.
abcdefghijklmn
opqrstuvwxyz.
Dress Goods

Brush Lettering

MEDIAVAL.

Number 24.

The alphabet presented in this Number is plain in reading qualities, unique in appearance, and has a decided advantage over many different fancy letters. For advertising signs and special show card work this style is hard to excel.

Uniform and free movement is the foundation for success in this style of lettering. Practice on stroke for outlining the latter part of A as shown in the accompanying illustration. This, you will notice, when filled in is one of the principal characters in this alphabet. Notice the many letters that this character is used in. The outline strokes of each letter as indicated in the illustration, should be made with a slow and uniform speed to enable one to use taste and good judgment. Learn to raise the brush and replace it skilfully. At first no attempt should be made at speed. Most all the strokes in outlining are made with a movement towards you. After outlining the letters fill them in so as to have them full and accurate. The small figures show the order in which the component parts are made for a complete letter. Reverse your brush often; this keeps it from twisting. This style of lettering is more rapid in execution than generally believed by those not familiar with the formation of the component parts.

Notice the change in appearance in the lower line of illustration by adding a simple finish; many styles of rimming may be used in this way. Thus you will see that no one finish belongs to any one alphabet. The alphabets in former lessons in brush lettering may be treated in the same way for novel designs in finish.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
R. G. U. Z. B.

Brush Lettering

MEDAVIL.

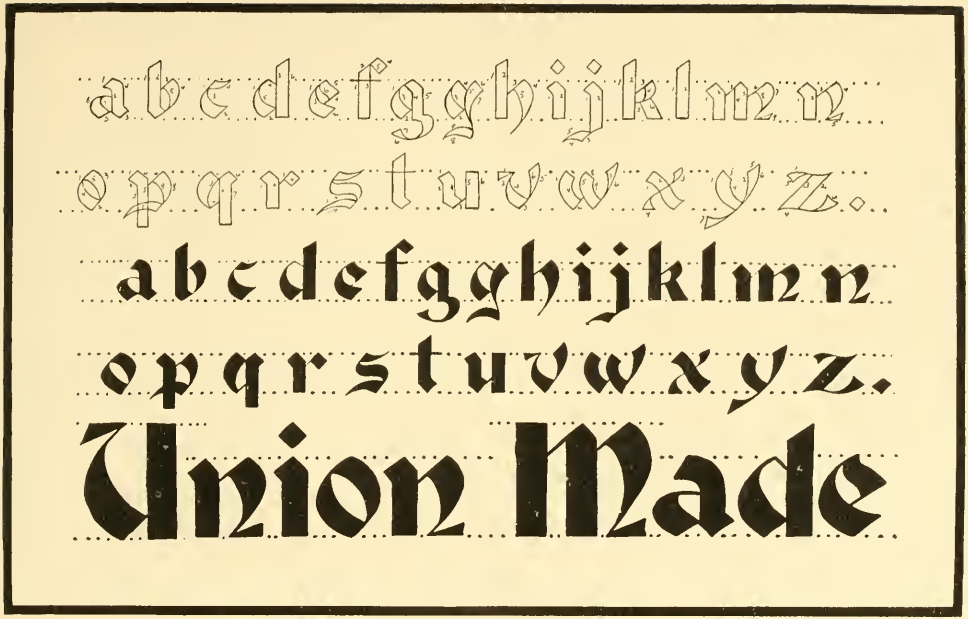
Lower Case Letters

Number 25.

Lower case or small letters should be about two-thirds the size of large or capital letters. The style presented in this lesson will be found interesting and more rapid in execution than generally believed by those not familiar with the formation of the component parts.

Notice outline of the first part of "o." The same is inverted for making second part. Also notice the first of o is used in beginning a, c, d, e, g, q and v. The second part of o is also used in the last part of b, h, m, n, p, r and w. Very speedy and accurate work in this style may be done if you keep your lettering pencil in good order.

This alphabet with the letters of Number 24 for initials may be used in a large variety of special card-sign advertising work and will present a neat and tidy appearance.


a b c d e f g g h i j k l m n
o p q r s t u v w x y z.
a b c d e f g g h i j k l m n
o p q r s t u v w x y z.
Union Made

Script Lettering

Show Card Style

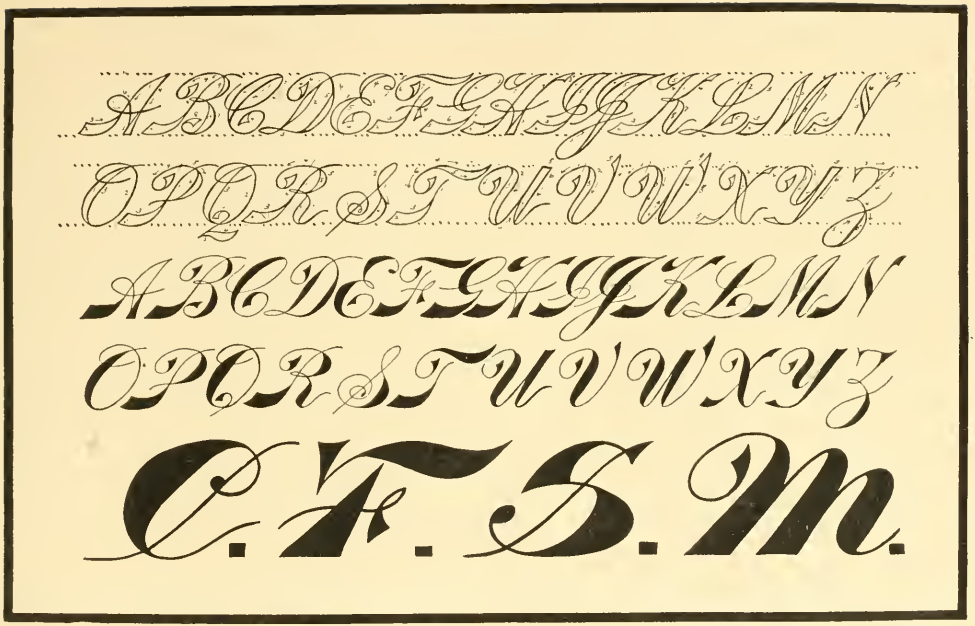
Number 26.

The capital letters presented in this Number will be found valuable to all who wish a practical method or system for making well proportioned letters. Note the component parts or make up of each letter. They are made heavy in some respects so as to be used in rapid brush work. The stem stroke used in the first part of A is one of the most important characters in this alphabet.

Practice diligently for an easy free-hand movement on ovals and curves. Some of the ovals will be difficult in the beginning to execute without showing nervous kinks, but this can be overcome by earnest, systematic practice. Ease in execution will do more toward making your letters smooth and full than anything else. Outlining, something of the order given in the accompanying illustration will be good practice and a substantial way to get familiar with this style of lettering.

A script sign or show card should never be cramped or lack for space in the least in order to give the letters a free and bold swing. The letters given in the illustration do not look so well as they will in show card work. Here, they are rather crowded. Quite graceful and artistic work may be done by modifying the style. As it is, they are given more to illustrate a method of easy construction and a style for practical every day work.

In practice use a number 4, Red Sable Ox Hair lettering pencil,—not a "Rigger" or Artist's sable—the hair of the latter is too short for easy and clean cut script work. Remember the letters given in this Number should only be used as initial letters. The lower case or small letters are given in the following number.


A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
C. F. S. M.

Script Lettering

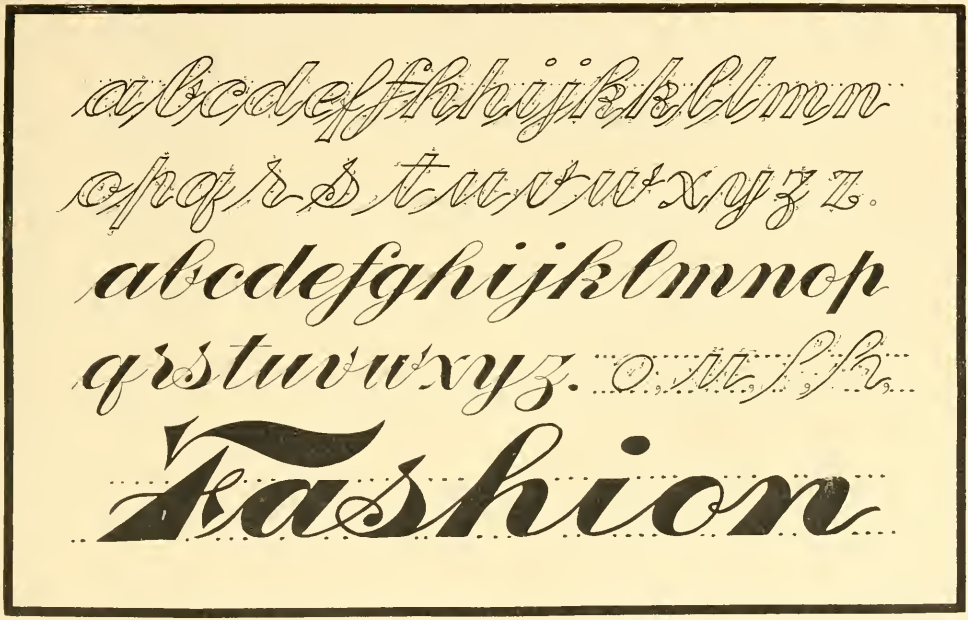
Show Card Style

Number 27.

Lower Case Letters

The quick mastery of the small letters in this style depends entirely upon the degree of skill reached in making an oval as outlined in o. This when filled in, shows the method of making o. The same principle is used in making c by adding a slight turn of stroke as shown. Also notice e.. In making letter a, first make o, then stand outline i close to the right. For d, use this same form and extend the i stroke upward to the height of letter t as indicated. Letter h, loop letters are simple when you begin right; note the initial stroke for h loop (beginning at base) the same as when making loop for l, b, k. By studying the outline for main body of h and l, the forms of each can be made quite accurately. In the alphabet you will notice these letters in both styles—loop and solid stroke, either way may be used, that depends on one's fancy. Finish h like n, b like v. Note the construction of u and w. For u begin at the base line and run curve stroke to the top as shown, then short horizontal stroke, then a straight oblique line to base with curve at bottom and ascend to top again and finish same as first part. You will now notice blank space for connecting the main strokes. These two latter strokes put life in this letter, as in other letters of similar make up. Study the different parts in the order in which they are made and you will have little trouble in making rapid progress and at the same time often be surprised with the accuracy and simplicity of doing this work off hand, which to many is laborious and discouraging when not acquainted with a proper method.

The r and s each extend above the line. The letter i is the standard for space or heighth of letters as m, o, a, e, w, o, etc. The loop letters, as in h, l, b, k, extend as high as the capital letters.


a b c d e f g h i j k l m n
o p q r s t u v w x y z &.
abcdefghijklmnop
qrstuvwxyz. Æ Œ ß ſh
Fashion

Brush Lettering

SHOW CARDS AND PRICE TICKETS.

Number 28.

There is no other advertising as cheap, and at the same time so effective as Show Cards. Large business firms recognize the efficiency of display signs and tickets in advertising and drawing attention to goods displayed throughout the store.

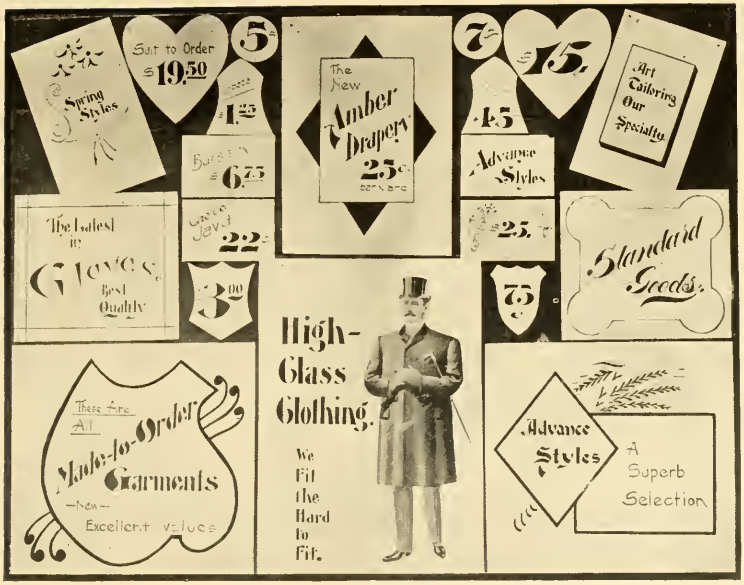
Show cards are of several kinds. There is the show card of a permanent character and the temporary show card—that which is generally used for special sales, openings, etc. For permanent cards, considerable care should be taken in the preparation and wording, while the temporary card merely calls for "something neat and quick."

A few specimens are given in the illustration that will be of interest to the beginner in brush lettering. These are made up of the alphabets given in former numbers and will give you an opportunity to review your work in a practical way. Common paper will answer for practice on these outlines.

Very pretty and effective show card embellishments can be made by the use of pictures taken from your trade journal, daily papers and other publications. See card "High-Class Clothing," in illustration No. 28.

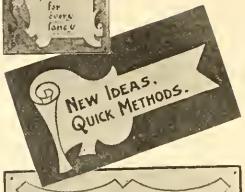
When these are cut out, true in outline, and pasted on a card with suitable wording, they make very attractive show cards. Pictures relating to almost every line of merchandise can be used with good effect, and if properly done will give every evidence of being part of the entire card, made expressly for the occasion. Large pictures can be used in the same way, and when finished will make an up-to-date poster. There is no end to the variety of work that can be done in this way, and at the same time at a trifling cost. When you select a picture for this work cut it out neatly—that is, follow the outline of entire illustration, then you give the back of same a thin and even coat of mucilage, and place it exactly where you want it on the card. Now, place a sheet of blotting paper over it, so that you may press it firmly to the card. Any mucilage that may appear around the edges of picture use blotting paper to absorb it. At this point always use white blotting paper or a clean rag so as to make a clean finish. By a little practice you will be able to produce some very novel designs in this way.

The fewer the words on a show card the better it will be as a rule. Show cards are sometimes more effective with edge lines or borders, and sometimes are better without them. A card with lettering of uniform size and considerable space outside of lettering will present a neat and tidy appearance without margin lines. When the lettering varies in size and the spaces between lines are not uniform, a line run about an inch from the edge of card will make it appear more compact, and generally add to its appearance. Run narrow border lines with ordinary lettering brush or striper. When a very broad border is desired flat brushes can be used to good advantage. Have your paint in good working order, so that it will throw a stroke same thickness throughout the length and width of card.


Spring Styles
Suit to Order
$19.50
5
$1.25
$6.75
The New
Amber Drapery
25c
7
$1.5.
45
Art Tailoring Our Specialty
Advance Styles
$2.5.
The Latest in Gloves
Best Quality
22
3.00
75
Standard Goods.
High-Glass Clothing.
We Fit the Hard to Fit.
These Are All
Make-to-Order Garments
—New—
Excellent values
Advance Styles
A Superb Selection

Number 29.

Number 30.



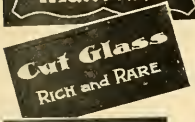
Show Card Designing

The card-sign illustrations given herewith and following pages represent a fair variety or outline of practical work that can be used to good advantage by all energetic students.

The cards with scroll designs as given in cards,—"No Magic"—"It's No Secret," and all similar designs, can be made very rapidly in any color by the use of the "NEW **SHOW CARD SPRAY OUTFIT."** (See page 110.) By this method very artistic effects can be had in high class work that will command good prices in any locality. Show cards with nicely tinted backgrounds and neatly lettered sell readily for 25 cents each, actual cost of production from 1 to 3 cents each. Elaborate designs sell from 50 cents to 75 cents each, cost for production 2 to 5 cents each,—finished complete.

In making wheat heads, as shown on card "Advanced Styles, A Superb Selection," in Number 28, this may be done with either brush or Shading Pen. For outline in pen work see Plate No. 6. Turn the card so that each stem or wheat head will be in proper position as you finish each.

To get a natural appearance for wheat use brown ink, light shade, or if a light, delicate green is desired, add about two drops of green ink to a half ounce bottle of light brown. This will make a very pretty shade. Always aim for harmony and neat contrast in color when using ornamentation of any kind.

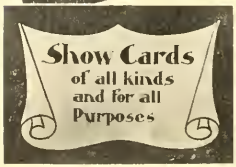


Paints

It is not necessary that the card writer should carry in stock many different kinds of colors, tints, etc. If he is acquainted with how to mix them so as to produce different tints, all that he needs besides black and white, are the three primaries—red, yellow and blue. A knowledge of harmony in colors consists in knowing how to unite extremes of light and shadow by the use of intermediate tones that will subdue the harsh effect of the use of opposites. If colors are used properly they may be bright and clear, but still be in harmony. To do this the learner should be thoroughly acquainted, both with all the different mixtures and contrasts, and above all, the complement of each.

A contrast is effected by placing two colors that are opposite to each other in effect, and to harmonize them is knowing what color to use to tone them down. It would be a difficult matter to give you a table of tints that could be altogether relied upon, on account of the different degrees of strength of the various colors, but the following will give a practical basis from which to work, and extensive enough for the general use of the practical card and sign writer who is in constant demand for various styles of work:

Gray—White and lamp black.
Orange—Yellow and red.
Olive—White, yellow, black and red.
Chesnut—Red, black and yellow.
Green—Blue, yellow.
Green Tint—White and green.
Steel Gray—White, black and blue.
Lavender—White, red, blue and black.
Buff—White, red, yellow and a little black.
Cream—White and yellow ochre.
Straw—White, yellow.
Purple—White, blue and vermillion.
Lilac—White, orange, chromie and green.



Number 33.

Number 34.

Show Card Designs

Number 33 will give a few suggestions for novel designs and also enable you to soon learn to execute original designs limited only by your artistic ability and practical skill.

Ice Cream and

Soda Fountain Cards.

There is a big field in this line for dainty card-signs both in pen and Brush lettering, also raised lettering in gold and silver as shown on page 109. As a general rule small narrow cards are best, as they do not take up much room and can be tacked on the shelves behind the counter in a very neat manner.

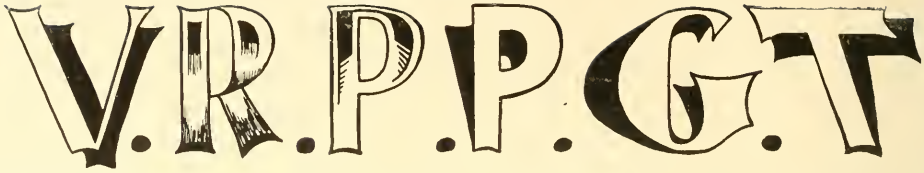
Colored card board,—Red, Blue, Black, Brown, etc., can be made very effective when lettered with white paint, (see Number 34), and different styles of finish added in colors, also Gold, Silver, Crimson and Green Flitters Shading pen lettering on white cards that are cut small and neat always give entire satisfaction when the lettering is uniform.

Price Tickets

Odd and peculiar shapes can be cut from cardboard very rapidly, and when nicely finished are sure to attract attention. Always have separate patterns of any size or design, so that all tickets of the same style will be uniform. Endeavor to make them small and compact. After some experience one can make a very small ticket have more prominence than that which many card writers use which is twice or three times the size. There is considerable study in effective price tickets and yet small, for all up-to-date stores.

In show card work, remember, there are two kinds of show card paint,—(OPAQUE and TRANSPARENT)—Transparent colors show their original and true strength when used on white card board. Red painted on blue will have a pronounced purple shade, while blue on yellow will show up, green, and so on, the underground color modifying the other In every case, except, of course, black. Black looks well on almost any color. Opaque colors, such as **"EUREKA Show Card Paint,"** will show up in full strength of color on any colored surface. "EVER READY Paint-Ink" is a strong transparent color and of the proper consistency to letter smooth and free on white card board with Brush, Marking pen and Automatic shading pen.

Number 36.



Several styles of ornaments may be used in connection with most all alphabets and they will admit of many modifications, both in construction and finish. In fact, there is no limit to invention and improvement to display lettering. Notice the above illustration.

Taking any of these letters as a basis, the student can easily make a complete alphabet. In doing so be careful to preserve, as nearly as possible, the same features in every letter. Some very neat initials can be made in this manner by simply changing a line, shadow or part of the letter. This is a splendid method of practice, as it gives facility of hand in drawing and shows in what a variety of styles of finish any alphabet may be used. Care must be taken in any kind of finish in order that it may be uniform and harmonious. Don't use two styles of ornament or finish on one card, unless it be for initials only. Follow the rule, "What is done to one part of a letter should be done to the corresponding parts of all the letters in the line."

Advertising Phrases

A.

Alike in Quality, Different in Detail.
A Beautiful assortment at prices away below the Regular.
A Glorious money-saving Opportunity.
After these are gone, no more; Its just changing money.
Always make excellent Holiday Gifts.
Always acceptable and always the Best.
A select line and new Styles.
A Style to Fit Every Fancy.
A Great Truth Quickly Told.
A Business Proposition Pure and Simple.
Attractions Abundant.
An Appeal to Your Taste.
An August Opportunity.
A Corner on Good Things.
An easy Shoe at an Easy Price.
An Old Favorite at a New Price.
A Tempting Price on Tempting Goods.
A Small Allowance Goes a Great Way.
A Sale Today and a Friend Tomorrow.
A Limited Number, But an Unlimited Value.
A Great Clearance.
A Satisfactory Article.
At Rock-Bottom Prices.
A Summer Satisfaction.
All Merchants Trust Some, We Trust You.
A Good Stock is an Education of the Customer.
Appeal to Your Taste.
A Top Notch Creation.
An Argument for Early Buying.
A Combination of Good Points.
A New Season With New Goods.
A Thought for You and a Thought for Ourselves.
A Forecast for Christmas.
A Last Chance at a Good Thing.
A Square Deal for a Round Dollar.
A Price that Gladdens the Careful Buyer.
A Margin of Profit and a Portion of Pleasure.
As to Values, None Do or Can Give Better.
A Shoe "That Fits the Foot and Feasts the Eye."
A Leader for Spring.
A Dollar Saved is a Dollar Earned.
A Lady Wants Elegance, Symmetry and Comfort in Her Summer Shoes.
At Last! Perfection and Comfort for the Feet.
A Thoroughly High Grade Shoe of Unusual Merit at a Sensible Price.
A B C of Economy.
A Pleasure and Comfort to the Wearer.
A Fur Snap for a Cold Snap.
"Always at Your Call."
An Opportunity to Supply Everyday Wants at a Tidy Saving in the Prices.
Alive to Ever Changing Demands of the Moment.
A BIG CLAIM, and a Big Fact.

A Bounteous Feast of Thanksgiving Bargains.

Another Wonder Sale.

An Advantage Over Any Other Lady's Shoe Now Made.

An Inspection is All We Ask.

An Unquestioned Value.

Artistic and Complete.

Advantages Given to a Customer Always Repays Us.

All Our Time is at Your Service.

A Full Stock Makes the Store Attractive.

All That You Want We Provide as You Want It.

A Much Talked of Store.

A Greater Variety of Other Styles.

Attractive Neckwear, New Effects.

A New Proposition.

Ask for Them, Get Them, Wear Them.

A Style Very Becoming.

A Dainty Christmas Gift.

All Wool, Luxurious, Snug, Pretty and Comfortable.

A Great Offer for the Month.

A Sensible Gift for Your Family or Friend.

A Chance for Comfort and Economy.

A Strong Statement, But a Straight Fact.

Anybody Would Think They Cost You Double.

A Day For You to Buy.

A Touch of Fall Fashion.

A Warm Thing for a Frosty Day.

A Small Profit on a Large Scale.

ALL We Want is Business.

A Bit of Holiday Splendor.

A Thought for the Thankful.

A Poor Article is No Bargain at any Price.

Any Time is a Good Time—Now is the Accepted Time.

All That's Latest, All That's Good.

A Style to Fit Every Fancy.

A Royal Time for Those Who Need Clothing.

A Mid-Week Bargain Trip for Wide-Awake Shoppers.

Attend the Big Convention at Our Bargain Notion Counter Tomorrow.

An Ounce of Underwear is Worth a Pound of Medicine.

As the Days Lengthen, the Bargains Strengthen.

A Treat for Winter—A Feast of Overcoats and Suits.

A WHIRLWIND of Bargains in Dress Goods this Week.

ALWAYS WINNING Trade by Deserving it.

As Usual, We Are Right in Front with New Goods.

As to Prices—Well, These Few Will Give a Fair Idea.

A Good One—None Better—Few as Good.

An Occasion of Importance to All.

A Series of Sensational Bargain Events.

All Our Energies—All Our Facilities, Turn to Your Profit.

A Store with New Methods.

At This Sale He Buys Best Who Buys First.

An Indispensable Autumn Possession—A Umbrella.

All That's Good in Groceries is Found in Abundance Here.

Although We Take Off All Our Profit and Give It to You We Do Not Take Off a Pin Point of Our Responsibility for Perfect Satisfaction.

"A Look In," Then a "Try On," and the Result Will Be You'll Walk Out Well Pleased with One of These Crown Brand Derbies.

An Ounce of Perfection Taken in Time Will Stave Off Many Annoyances.

As the Weather Gets Warmer Your Wants Multiply and Our Stock Keeps Pace.

A New Shoe That Looks Like a Walking Shoe, Does the Work of a Bicycle Shoe, Gives the Comfort of an Old Shoe. Only $3.00.

A Budget of Prices.

All Our Clothing is as Good as it Looks.

An Underselling Sale of Summer Underwear.

A Collection of Portieres that Rival All Efforts for Quality, Beauty and Price.

As It Comes to Us, So It Goes to You—At a Bargain.

Absolute Accuracy is an Absolute Certainty if You Have Your Prescriptions Compounded Here.

Another Dip in Prices.

A Soft Touch on the Contents of Your Purse.

A Prescription for a Languishing Counter.

As Rare as the Prices We Give Them.

A Mere Suggestion Often Aids a Purchaser.

A Harvest of Furniture Fancies.

And the Greatest of All is Ours.

A Little Nonsense is Like Our Product—Relished by the Best of Men.

A Few Words, but They Mean Everything.

A Profitable Loss—Turning These to Money.

A Dull Thud in Prices Makes a Lively Week in Our Trade.

A Practical Demonstration of Our Ability to Distance Competition.

"As You Like It"—Almost anything We Sell You.

An Epoch in the History of a Great Store.

A Conquest of Art in Hats.

A Plea for Good Clothing.

A Cut from a Friend or a Knife Will Hurt, But Our Cut Glass Will Please You.

A Right Quality and a Right Price.

A Bargain That's a Credit to the World.

A Mighty Movement in Excellent Goods.

All we Ask is Comparison.

A Busy Corner in a Busy Store.

A Bristling Armament of Bargains.

A Great Shock to the Folks Who Claim to Undersell Everybody Else.

All Our Goods Are Choice.

A Small Saving on Each Article.

An Honest Word of Honest Goods.

All People Who Buy Want the Best.

A Trial Proves the Worth.

A Medley of Merit.

A Trumpet Call for Bargain Seekers.

A Policy Whose Alphabet Spells Success.

A Revelation in Delightful Cookery.

A Deposit Required on all Orders.

All Kinds of Repairing Neatly Done.

All Kinds of Hair Work to Order.

A Collection That Leaves No Wish in the Line Unsatisfied.

A Winning Proposition.

Any Time is a Good Time—Now is the Accepted Time.

All That's Latest. All That's Good.

Accept No Apology—Allow No Excuses.

An Era of Economy.

Antique Finish, but Modern Prices.

A Full Value for an Empty Pocketbook.

Advanced Styles Without Advanced Prices.

A Single Fact Outweighs a Thousand Claims.

Always Think Before You Act, but Don't Think Too Long.

A Banquet Feast of Bargain Splendors.

A Little Higher in Price, but Cheaper in the End.

Art in Cutting, Skill in Making.

A Stock to Delight the Home-Maker.

A Happy Combination of Style, Grace and Foot-Ease.

Art Tailoring Our Specialty.

A Wonder at the Price.

A Marvel in Quality.

A Rare Bargain at Our Special Price.

Always After You—Here We Are.

A Lot of Beauty for a Low Price.

A Purchase Made Now Will Save Worry Xmas Eve.

B.

Baby's Wants Have Our Special Care.

Blow-on-Your-Fingers Weather is Coming, So Be Overcoat Wise.

Brimful of Bargains from Far and Near.

Better Than Ever Before.

Bargains—Not Remnants.

Balance the Goods with the Price.

Buy by Comparison. We Do; Every Expert Does.

Bought in Enormous Quantities for Spot Cash, Offered to You at Half Price.

Best Goods—Least to Pay—Cash or Credit—Either Way.

Best in Stock, Best in Style.

Below Cost Sometimes; Below Value Always.

BEST THERE IS. That's the Certainty to Customers in Our Store.

BREAK THE NEWS TO MOTHER. Tell Her That She Takes No Risk Here.

BARGAINS BECKON YOU. The Best Possible for the Least Possible.

Be Sure of Your Footing, Then Go Ahead.

Best in the Market.

Bright Things for Dull Days.

Buying Will Be Lively—Get Here Early.

Bargains That Cannot Be Repeated.

Better Times Means Better Goods.

Briefly Told—Quickly Sold.

Book-Lovers Find Our Place a Perfect Paradise.

Better Credit Bargains Than Others Ask Cash For.

Better Goods, Same Money—Same Goods, Less Money.

Best Leaves No Room for Improvement.

Books for the Holidays.

Barely Able to Hang On is the Dealer Who Persists in Clinging to Old Methods.

Business is Balky, but Under the Spur of Necessity it Will Move at Its Accustomed Pace.

Big Results from Small Beginnings is the Only Name for the Kind of Investments We Offer.

Buy if You Like—Looking Means No Obligation to Buy.

Big Values Hitched to Small Prices.

Be in the Lead—Don't Follow the Style.

Best Goods Are Easiest Sold.

"Bargains" Are Uncertainties.

Beautiful Effects from Beautiful Goods.

Best Made for Best Trade.

Beauty, Ease and Service.

Bright Bits Stirred Up.

Big Store Filled with Little Prices.

Broken Sets at Broken Prices.

Because They Fit Well, They Wear Well.

Buying Right Saves Loss.

Big Prices Are on Vacation.

Busy? We're Always Busy.

Bought at a Bargain and the Prices Made by Us.

Be Wise in Time; It's Ever So Much Better.

Best Investment You Ever made.

Bargains That Stir Up Business.

Better Buy Early.

Buy and Own a Good One.

Beautiful and Different.

C.

Choosing is at Its Best Now.

Come and Profit, Buy and Rejoice.

Come and Get Posted as to What's Going to Be Worn and What Looks Well on You.

Credit for Those Who Ask It.

Cool Things for Hot Days.

Choose Wisely by Choosing Here.

Comfort for You and Your Pocket Book.

Correct Things for Just Now.

Closing Values at Eye-Opening Prices.

Christmas Prices Encourage Christmas Giving.

"Clean Up" Sale of Crockery.

Cleanliness is Our Strong Point.

Cash or Easy Payments—To Suit Your Convenience.

Correct Shapes and Colors.

Credit at Cash Prices to All Who Are Correct.

Come Again and Gain Again.

Clearance Sale That Clears Quickly.

Cannot Be Duplicated Anywhere Else.

Cheaper to Buy Shoes at This Sale Than to Pay Doctor Bills.

Cheering News to Close Buyers.

Chances Are Golden in the Rebuilding Sale.

Common Prices, but Uncommon Values.

Cash Buying is a Benefit.

Come for Them, The'll Please You.

Calf Lined, Double Sole to the Heel.

Come Back Tomorrow for What You Have Forgotton Today.

Cannot Get Out of Order.

Crowd-Drawing Prices.

Come in and Look Around, That's What This Store is for.

Character and Exclusiveness of Design.

Clothing Prices That Defy Competition.

Clothing is Cheeper for a Healthy Boy Than Doctor's Bills for a Sick One.

Cost is Trifling Compared to Its Real Worth.

Christmas Dolls, They're Here—A Big Family of Them.

Cut, Made, Trimmed and Finished equal to Most "Made to Order Suits" and Superior to many.

Contrary to What Anyone May Say a Man is Judged by His Clothes.

Comfort Cloths for Hot Weather—Prices Just as Light as the Goods.

Combination That Unlocks the Pocket Book.

Chips Are Still Flying From the Original Prices.

Cross the Street First, Then Come Here.

Cash Prices on Cash-Bought Goods.

Correct Effects Are Not Accidental.

Common Sense Heels, Extension Soles and Goodyear Welt.

Certain Elegance Yoked to Sensible Economy.

Cotton Goods at Cotton Goods Prices.

Come-Back-Again Trade Makers.

Consistency is the Gem of Business Philosophy.

Can You Resist These?

Convincing Facts of Convincing Goods.

Consistency is the Gem of All Business Propositions.

Credit Business at Cash Prices.

Complete Conceptions of Styles.

Commence the New Year Right. Turn Over a New Leaf. If You Are Not Already One of Our Customers Commence Now. You Never Had a Better Chance to Save Money.

Cut Glass—Rich and Rare.

Chilly Winter Winds Cannot Keep the People Away from Our Tremendous Sale.

Cooking Comfort at Small Cost.

Comparison and Calculations Concerning Cash and Credit.

Coupon: It Good if —— Sells It.

Come and See Them Anyway.

Curtains Very Heavily Appliqued in Beautiful Scroll and Flowered Effects.

Compare Our Prices and Be Convinced.

Costs Less Than It Should.

Certainty of Suiting You.

Costs You Nothing to Come In.

Come in and Say What You Think.

Correctfully Cut and Skillfully Tailored.

D.

Diamonds and Precious Stones.

Dress and Elegance.

Distinctive, Uncommon.

Door of Real Economy.

Don't Decide Until You are Ready.

Doing Right is Our Best Capital.

Don't Wait Too Long.

Dull Times Have Something to Do with the Keenness of These Bargains.

During Festival Week Come to Our Feast of Fat Bargains.

Direct Appeal to Common Sense.

Don't Hesitate. Now is the Time.

Don't Wait. This is Your Best Chance.

Don't Wait Until the Best is Gone.

Dull Months Turned to Busy Ones.

Dainty Shoes for Little Girls and Misses.

Don't Allow the Nicest Things to Slip Away from You Without Seeing Them. Come in.

Do You Want the Best for the Least Money.

Digging for Dollars is What Everybody is Doing.

Dollars in Merchandise for Dimes in Cash.

Don't You Wish to See the Nicest Line of Dress Goods Ever Brought to This Market?

Don't Worry About the Fit, We Attend to That.

Doing Beats Promising.

Don't Let Cigars Get the Best of You; Get the Best of Cigars.

Deliciousness for Those Who Love Good Things.

Does Money Saving Mean Anything?

Dollar's Worth for Dollar Spent.

Don't Forget the Little Folks at Home.

Drive Slow, Whip Lightly, Cash Up or No Go.

E.

Every Dependable and Desirable Kind of Merchandise.

Elegently Lined, Fashionably Cut.

Exquisitely Tailored Suits.

Every Fancy Can Be Pleased.

Everything That Necessity, Comfort and Style Demands.

Eye-Openers in Necessities.

Eager Buyers' Opportunity.

Events of Money-Saving Importance.

Every Expenditure a Saving.

Eye Satisfaction—Foot Comfort.

Every Cent Spent Gets Full Value.

Elegant, and Yet Economical.

Every Taste and Every Purse Finds Satisfaction Here.

Economy Isn't Always Wealth When it Comes to Appearance.

Extra Quality. Leather Lined.

Easy Walking is as Necessary as Sleep.

Everything Marked Away Down.

Every Day the Same, and Every Day Worthy of Your Confidence.

Economical Because It's Double Strength.

Every Line Here is a "Guide Line".

Evidence is Better Than Talk.

Ease and Comfort Combined—Ease for the Feet, Comfort for the Purse. $2.00.

Economy Day for Men Folks.

Every Dollar Left with Us Proves a Wonder Worker.

Extraordinary Values in Seasonable Clothing.

Every Clothing Concern in Existence has Fifteen Dollar Suits, but They Are Not This Kind.

Every Counter a Tidal Wave of Bargains.

Every Article Offered is Strictly High Grade.

Entering Upon Prosperity is Easy if You Only Have the Key. Here It is.

Enormous Values in Style, Beauty, Wear and Satisfaction.

Examine Today, Buy Tomorrow.

Economy Shop for the Gift Buyer.

Examine the Beautiful Design, Exclusive Patterns and Quality.

Every Line Perfect—Every Style Right.

Every Day Here is "Bargain Day."

Every Point a Good Point.

Ever Been in Our Basement? It's the Busy Place of the City.

Everything that's Used in Furnishing the House—from a Parlor Suit to a Tin Basin.

Everything in Cut Glass for the Table.

Extravagance is Paying More at One Store Than You Have to Pay at Another.

Economy is Getting Best Quality Possible at the Least Possible Cost.

Evening Jackets That You'll Be Tempted to Wear All Day. They're so Smart Looking.

Every Article Here is a Bargain.

Exclusive Styles and the Best Quality.

Exact Methods, Living Prices, Latest Styles.

Entire Satisfaction to Each and Every Customer.

Every Fashionable Effect, Every Style, Every Color of This Season.

Extra Events for the Boys. Summer Specialties, Specially Priced.

Every Day Sees New features Added to Our Long List of Money-Saving Opportunities.

Every Line Has Fallen Under the Price of Pruning Knife. We Call You to a Feast of Bargains. Will You Come?

Elegant Designs in Carpets.

Easy Shoes for Tender Feet.

Every Time You Take a Drink Things Look Different.

Every Stitch a Bargain.

Economy is the Easy Chair of Old Age.

Encouraging That Well-Dressed Feeling.

Eighty Per Cent of the Profit is Yours.

Excellence the Chief Merit.

Excellence is the Pleasing Point.

Extra Pains Means Extra Satisfaction.

Every Leading Specialty in the World.

Every Department Greets You With Right Goods.

Every Woman Loves Flowers and Their Giver.

Everybody Expects a Little More for the Money These Times—And They Aren't Dissappointed.

Everything to Write with, to Write Upon, to Figure Upon, to Draw Upon.

Exceptional Quality Cannot Help but Satisfy in Every Particular.

F.

Fluffy Daintiness in Feather Boas.

Free, Quick, Rapid Sellers.

For Those Who Enjoy the Best of Everything.

Fall and Winter Styles Now Ready.

Fragrant as the Flowers.

Fair Dealing is the Best Drummer.

Fit and Wearing Qualities Combined.

"Family Shoe Store—Where Honest Values are Sold."

Fall Tints and Prices in Harmony.

Final Days—Yes, Final Hours—In the Clearing Sale.

Fit Well, Feel Well, Look Well.

Fancy Goods at Plain Prices.

Full of Snap, Style and Wear.

Faultless Clothing for Men, Youths and Boys.

For Fancy Hosiery There's Only One Place to Come—Here, of Course.

Fascinating Fancies in Fashionable Footwear.

From the Most Noted Gardens in Ceylon.

For Small Purses the Biggest Yet.

First-Class Materials, Superior Workmanship, Just the Thing.

Fall Goods Now Ready for Your Inspection.

Finest and Most Durable.

Fall Effects at Fallen Prices.

Fashion's Favorites for Fall.

Favorite Wear for Fashionable Folks.

Fine Chinaware in All Its Rich and Rare Varieties.

Fur Sets, Muff and Collar, Round and Flat Effects.

From the Good of the Goods Comes the Satisfaction of the Purchase.

Fresh from Fashion's Center.

For the Busy Man an Accurate Watch is a Necessity, Not a Luxury.

Frost Nipped and All Shrivelled Up Are the Prices.

Fine Furnishings for Fastidious Fellows.

Fine Silk Umbrellas with Fancy Handles in Every possible design.

For Your Foot's Sake Lend Us Your Ears.

First Impressions Are Always the Strongest.

Fine Feathers Make Fine Birds.

Follow Your Knows and Wisdom.

Finding a Bargain is Like Finding Anything Else; It Makes the Finder Happy.

Finest-Place-to-Buy-Goods Store.

Filled with Selling Points.

Fitness and Finess Characterize the Stock.

Fat Facts for Slim Pocketbooks.

Full of Sunshine, Full of Color, Full of Life, Full of Artistic Thoughts, Full of Honest Values.

Feathers Cleaned, Dyed and Curled.

Furnished and Unfunished Rooms.

Few Promises—Great Values.

Finest Grade for Finest Trade.

Fine Tailoring a Specialty.

Fine Goods a Specialty.

From Head to Foot We Clothe the Man; Clothe Him Rightly, Clothe Him Cheaply.

Forehanded Buying Will Save You more in a Year Than Painful Pinching Will in Five.

Food for Thought and Pocketbook.

Facts Without Frills.

First Showing Spring Suits.

Fall Opening To-day.

For Use and Beauty.

Furs to Protect the Features. A Feature Worth Investigating.

Fashion Claims for Them Their Preference.

G.

Glassware, Deep, Rich, Cutting; Best Value Ever Offered.

Glad to Have You Come and "Look."

Good, Honest, Desirable Merchandise.

Give Us a Trial and You Will Be Convinced.

Good Shoes and Low Prices for Everyone.

Gigantic Movements of Supreme Importance.

Goods We Guarantee.

Good Things for Cooler Days.

Goods That Demand Your Attention.

Gift Giving and How We Help.

Good Things for Cold Weather.

Get What You Want and Save Money.

Goods You Want at Prices You Can Pay.

Goods That Show Their Quality.

Growing Concerns—Corns. Our Corn Cure Cures Corns.

"Go 'Way Back and Sit Down" in One of Our Comfortable Chairs.

Gives Most Excellent Service.

Give Your Eyes a Treat, Every Suit is a Work of Art.

Great Sales at Little Profits Give Great Business Advantages.

Greatest Millinery Bargains of This Season.

Good Clothing! Ready Wear Custom Made.

"Good Value" Here Is More Than "Bargains" Elsewhere.

Going Away Goods That are Guaranteed to Stand the Roughest Usage.

Grasp This Chance to Spare the Home Purse.

Good Things Don't Last Very Long, You Know, Better Buy Today.

Good Shopping Opportunities Crowd One Another in This Ever Busy Bee Hive.

Give Us a Chance to Please You.

Get in Ahead of the Crowds.

Good Goods Do Their Own Drumming.

Get the Genuine Article.

Gigantic Sale at Dwarf Prices.

Good, Sensible Weaves and Patterns.

Goods That Never Vary.

Good Enough for Anyone.

Generous Terms on Stylish Goods.

Goods Shown With Pleasure.

Gents' Clothes Cleaned and Repaired.

Good Work is Our Success.

Good Things for Those Who Think of Good Things.

Good Teeth Mean Good Health.

Get What You Want—Pay What You Can.

Goods Backed by Reputation and Cash.

Good Goods Are a Little More Expensive.

Good Clothes Are Tools of Advancement.

Good Profits for Warm Customers on Hot Days.

Good Goods at Damaged Prices.

Good Shoes at Cheap Prices.

Goods Well Bought Are Half Sold.

Good Stock Makes Good Soup—Good Stock Also Holds Custom.

Gasoline and Other Stoves Repaired.

Good Values—Best Styles—Popular Prices.

General Appearance Would Indicate That it Would Cost Several Times the Price We Ask for it.

Gas Stoves, Summer Economy—A Touch and There's a Fire—Full Blaze. Another Touch—Gone. Clean, Simple and Safe.

Gloves to Grasp the Hand of the New Year.

H.

Help Out the Old Coat and Vest With a New Pair of Trousers.

Headquarters for Bargains That Are Bargains.

He'll Never "Play Hooky" if You Dress Him Like a Gentleman.

Here's a Trade Tonic.

High-Grade Clothing Within Everybody's Reach.

Heavy Sole Shoes, "Wearers."

Here's Where You Make Your Money Make More Money.

How Can You Hesitate?

Here's How We Get Your Approval.

How Can We Do More Than This.

Here's Comfort at Money-Saving Prices.

Here We Are Again with a Good Thing for Everybody.

Help Yourself to Clearance Bargains Tomorrow.

High and Low Trousers—High in Quality and Low in Prices.

Here You Will Find What You Want, When You Want It.

Here You Have All the Beauty That Can Be Put in a Silk Waist, Except the "Beauty" Herself.

Here You Get More Than "a Ghost of a Show" for Your Money.

Here Sensible Selection Becomes the Science of Buying.

Hardware That Will Withstand the Hardest Wear.

Have You Been Waiting or a Glove Opportunity. Here is the Best and Grandest of the Year.

Here's Where the Eye and I Are Both Pleased.

Hot Weather Negligees at Panic Time Prices.

Here are Things We Know You Will Like.

Here's How We Save You Money.

Harvest for Frugal, Economical Housekeeper.

Honest Values Stitched with Truthful Words.

Helpful Hints for the Hurried. Buy or Not, but Come.

Helpful Hints for Those Puzzling on "What to Buy."

Hunters of Bargains Like All Hunters, Must Act Quickly.

Happy Thoughts in Bright Colors.

Here's the Right Kind.

Hats Cleaned, Pressed and Altered.

Homes and Decorations Interest All Who See Our Great Stock of Furniture.

Housekeepers' Money-Saving Supply Sale.

Highest Possible Grade at Lowest Possible Prices.

Hanging on to Old Prices is No Way to Obtain New Business.

Hands and Brains Are Busy.

Here's the Way We Get Customers—Here's the Goods That Keeps Them.

Highest Price Paid for Old Gold and Silver.

Here's Where We Excell.

Here's Replenishing Opportunity.

Home Beauty is Home Comfort.

Here's a Quality You'll Be Proud of.

Has Forged to the Front.

Helps to Economy.

Holiday Happiness.

How Would You Like These?

Health and Pleasure Combined.

I.

Its Not a $1.00 Kid Glove, It's More, but We Make a Leader of It for $1.00.

If You Don't Want to Buy, Don't, but Look.

If You Knew Them You Would Buy Them.

It's All Right if You Like It.

In the Market for the Best.

If You Want to Save Try These.

It's a Matter of Buying and Selling.

If You Buy Now, You Have an Advantage.

If You Don't Find It Here, Tell Us What You Want.

If We Make the Price and Guarantee the Goods What More Can We Do?

It's Here Where You Get More Than Your Money's Worth.

It's Variety That Makes Our Stock Popular.

If You Appreciate Good Ones You'll Appreciate These.

If You Come Once We Keep You.

It's Homelike as Well as Businessloke Inside.

If You See It Today, You May Not Tomorrow.

Is Perfect in Fit, Comfort, Beauty and Quality.

It Has Style, It Has Comfort, Is Has Wear, It Has Many Points of the $5.00 Grade.

It Completely Fills the Bill.

It Will Please You.

Is Good All the Year Round.

It is the Doing, Not the Saying, That Counts in the Long Run in Selling Clothing.

If You're Not Beauty Proof You Should Pass Our Art Goods Department Blindfolded.

"It is Better Than I Expected to Find," Is What We Want Said About All the Goods We Advertise.

If You Come Early, You'll Not Be Late Getting Away.

If You See It on the Street, Its Duplicate is Here.

It isn't the Price, It's What You Get for the Price, That Counts.

It's Not What You Earn, It's What You Save. Saturday's Offers Show the Way Plain and Direct for Big Savings.

It is More Essential to Eat Pure Food Than to Have Correct Dress.

"It Might Have Been" Always Follows Neglected Opportunities.

In the Line of Bargains—Try These.

If It's Worts Having We Have It.

It's Hard to Earn, but Easy to Save.

It Would Take a Whole Library to Tell of the Advantages.

It Pays to Be Particular.

If Others Equal Them, They Must Be Good.

If You Want Them, We'll Make it Easy to Get Them.

If You Are Afraid of the Goods, You Can Depend Upon Our Guarantee.

It's Novel and Pleasing.

It's a Question of Price Here.

Isn't it Time to Give Thought to Your Winter Shoes.

If You Don't See What You Want Step Inside.

If You Are in Doubt Don't Buy.

It Will Be Our Fault if You Don't Return.

If You Don't Decide Today, You Will Find Us Here Tomorrow.

If You Don't Want What You See, We'll Get What You Want.

Is a Remedy of Sterling Value.

It Works Like a Charm.

Inspection Invited—Comparison Challenged.

Inspection Invited—Come Any Time—Bring Your Mental Microscope.

It Doesn't Cost Anything to Look at These Goods; it Doesn't Cost Much to Buy Them.

It is of Little Consequence How Much of the Price is taken Off; the Principal Thing is How Much of it is Left.

It's No Secret—You'll Be Money in Pocket If You Trade Here.

Its Policy to Make Your Selections Early.

Its the Glove-Like Fit That Sells Them.

Incomparable Values at Unmatchable Figures.

It Pleases Us to Say We Are Here to Please.

It's Up-to-Date Prices Like These That Keep You Busy.

If You Pay Less Than We Ask, You'll Get Less Style, Less Character, Less Quality.

It is a Feat to Fit You Feet.

If It's Here It's Worthy—If It'ss Worthy It's Here.

It's a Waste of Time to Look Elesewhere.

It's a Poor Plan to Paint a Fine House with Poor Paint.

If it Pays to Advertise Part of the Time, Why Not All the Time?

If Nine Tailors Make a Man, We Have the Best Nine Tailors in the City.

If Interested, Send for Particulars, Proofs and Prices.

It's Not Alone That We Say it, But That You Know We Mean It.

It Takes Sense to Make Dollars.

It Takes Nerve to Sell at These Prices.

It's a Pleasurre to Serve a Pleased Customer.

If in Doubt What to Select, Search Here.

It's Strange How Much Business Can Be Done When One Sets Out to Do It.

It Harrows One Soul to Have One's Sole Wear Out so Soon.

In the Contest Between Goods, Prices Cut the Figure.

In the Lexicon of Elegance There is no Word to Express Their Goodness.

Invisible Patching Neatly Done.

If You Don't See What You Want Ask for It.

Imported Goods at Domestic Goods Prices.

Its a Wise Owl That Looks After Itself and Little Ones

If You Want Wealth, Dig! If You Want Value, Dig! If You Want Truth, Dig!

In the Ladder of Economy Every Round Counts.

If It's Worth Having We Have It.

It's What You Get for What You Pay That Measures the Bargain—Not What You Pay.

It Reaches Directly the Spot Aimed at.

It is the Best Preparation Made.

J.

Jack Frost is Prowling 'Round. Fool Him with a Top Coat (Price).

Just the Bargains That You Feel Elated Over When You Get Home, Because You've Got so Much More Than Your Real Money's Worth.

Just the Thing After the Day's Toil. Rest Your Weary Body in One of Our Comfortable Parlor Rockers.

Jot it Down—None Better Than These in Town.

Just to Keep Our Cutter Busy We Will Make-to-Fit $8-Pants for $6 During August.

Just the Kind of Suits That Will Make You Look Like a $40 Tailor-Made Man.

Just a Chance to Please—That's All We Want.

Just for Curiosity's Sake Try It.

Just an Inkling of Many Smart Things.

Jump Into These Bargains Quick and Think Later.

Just a Few Real Bargains.

Just for Our Best Friends.

Just a Little Better Than the Best.

K.

Keenest Criticism Invited.

Keep Cool, and We'll Help You.

Keep Up With the Times.

Known the World Over.

Knives That Cut at Cut Prices.

Kneedeep in Attractiveness.

L.

Ladies' Silk Skirts in Generous Widths at Low Prices.

Look After the Pennies You Can Save.

Low Shoes at Low Prices.

Leave Your Thirst at This Fountain, 5c.

Little at a Time Payments is Absolutely Unexcelled.

Looks Like a $4.00 Shoe, but $1.98 Takes These While They Last.

Look Leisurely: We Ask No Sudden Nor Thoughtless Purchase.

Look Everywhere—These Are the Best Anywhere.

Low Prices Lowered to the Lowest Notch Monday.

Low Prices on Standard Goods Have Made This Store Famous.

Let Us Take You Into Our Confidence.

Low-Priced, but High Grade. That's It.

Learn When to Buy, How to Buy and Where to Buy.

Lasts Longer, Goes Farther.

Look to Us for the Best.

Let's Trade Value for Value.

Little Trouble to Find It Here.

Little Things at Great Savings.

Live 100 Years and Such Bargains Will Never Come Again.

Low Price is the Great Pleader in Present Day Business.

Laugh and the World Will Look at Your Teeth, and Judge of Your Taste—Good or Bad—By Their Condition.

Loom Ends Disposed of.

Lend Us Your Ears—Use Your Judgment.

Look at It—Test It—Buy It.

Light in Weight and Light in Price, but Long in Wear.

Linked to Comfort and Quality.

Little Leaks Sink Big Ships.

Let Us Put a Smile on Your Countenance.

Let Wisdom Name the Price.

Light on a Light Subject.

London and Paris Fashions.

Latest Styles Just Received.

Latest Styles in Neckwear.

Left Overs—Great Bargains in Winter Cloaks and Wraps Bought for the Holiday Trade.

Low and Easy Chairs at Low and Easy Prices.

Laugh and Grow Fat is an Axiom. We Advise the Use of a Good Tonic.

Luxurious Effects at Plain Prices.

Leave It All to Us.

Ladies Wash Suits.

Less Cost, Less Labor, Greater Ease Than in the Old Way.

Little Needs at Little Cost.

M.

Medium and Heavy Weights—Soft, Fleecy Garments.

Made of All Wool Materials.

Many Astonishing Specials for This Week.

Merit the Trade Mark of Success.

More Business or Smaller Margin.

Meant to Save and Sure to Please.

Make Us an Offer on These Odd Pieces.

Men Who Dress Carefully, Both as to Taste and Expenditure, They are Our Customers.

Midsummer Clearance.

Made in Light and Heavy Weights.

Made in Most Correct Styles.

Merit is the Trade Mark of Success; Quality the True Test of Value.

Modern Mercantile Methods.

Many Steps Turn Our way.

Misrepresentation Inflicts Its Proper Punishment.

Meets All Requirements.

Made on Honor—Sold on Merit.

More for Your Money Than Your Money Can Buy Elsewhere.

Money Talks; and Right Here a Little of Your Money Can Persuade Us to Part with the Prettiest Shirts You Ever Saw.

Many Exclusive Novelties.

Merit is the Bases of Success.

Many Chances to Save Money.

"Money Talks," but Now Prices Shriek.

Men Buy Our "Columbia" Shirts as an Investment—Not a Speculation.

Matchless Goods at Unmatched Prices.

Money Back for Faulty Fit or Broken Promises.

Most Men Have a Hobby. You Know Ours.

Magnetic Qualities and Prices.

Money Talks and Usually Talks Cents.

Modern Eloquence Cannot Do Justice to These Dress Patterns We Just Received.

Millinery and Dress Making.

Money Saving Time's All the Time.

Money Back Insures Satisfaction.

Money is only Worth What It Will Buy.

Masses of Meritorious Merchandise.

Material and Workmanship Are Perfect and Satisfaction is Warranted.

Millinery of Every Description.

Marry the Girl! Well Furnish the House.

More Beauty at Less Cost.

Many Points in Its Favor.

Make Yourself at Home Here.

N.

Not What is Cheapest But What is Best.

Not Bargain Clothes—Bargain Prices.

Not What We Say, But What We Do Advertises Us.

Nothing Nicer, Nothing Newer at Next to Nothing Prices.

Nothing but the Best of Everything and You Can Depend on It.

Nowhere Else Can Such a Profusion of Exclusive Gifts Be Secured.

No Wild Clatter of Irresponsible Bargain Shouters Here.

Now is the Best Time to Buy.

Nothing More Appropriate or More Pleasing for a Present.

No Such Offer Ever Made Before.

Nothing Worth Having is Not Here.

Nothing Gets Customers so Certainly as Fair Dealing.

Neat in Style, Elegant in Workmanship.

Nothing Shoddy in Heel, Sole, Leather or Lining.

Not One Bargain, but Many.

New Ideas at New Prices.

No Reason to Slight Them.

Never too Busy to Save.

Now You Get the Pick—Later You Get the Remnants.

Newness, Beauty and Fascination in Every Price.

Newest and Best Helps for Simplifying Housework and Doing It Better.

Not Much of a Price, but a Great Deal of a Bargain.

Not Too Cheap to Be Good, but Cheap Enough to Make a Good Advertisement.

Now is the Time and This is the Place.

Not Too Heavy for Comfort and Not Too Light for Service.

No Credit House Wants to Compete with Us.

Now is Another Grand and Busy Week.

Nothing is Cheap That You Haven't Use for—but Everybody Must Use Handkerchiefs. We Have Them from 5c Up.

Not Made Simply to Sell but Made to Surely Satisfy.

"None Better" is a Strong Statement, and Here it is a Solid Fact.

No Headaches in These Hats.

No Trouble for Us to Point Out Superiority in These Patterns.

Not the "Everywhere" Kind.

Not Too Early to Select the Goods for Your Spring Garments.

Notice the Low Prices in This Window.

Not a Few Articles Priced Low as "Bait," but the Entire Stock Comes to You at Sharp Cut-Rate Prices.

Now is the Time.

No Comfort Without Comfortable Things.

Never Wait Until Too Late.

No Use to Talk, Our Prices Talk for Us.

Never Too Late to Get Your Money's Worth.

None Better—How Could There Be?

Never Pass Us by Whether You Want to Buy or Not.

No Magic—Just Plain Business.

Notions That Pull Trade.

Not a Common Chance.

Not Somethings, but Everything.

Nothing Too Good for Mother's Boy.

Not the Price You Pay, but What You Get for the Price.

No One Else Sells Them.

No Stock so Beautiful.

None Are More Excellent.

Not How Cheap, but How Good.

Not Responsible for Work Left Over 30 Days.

New Styles of Neckties.

No Goods Misrepresented.

No Shoddy Goods at Any Price.

Noteworthy Novelties.

No Investment Pays Better Than Good Clothes. See Our Suits at $——.

New, Crisp, Reliable Goods at Clean, Honest, Desirable Prices.

No Baits, but Quality.

Nothing Useless Put in—Nothing Useful Left Out.

No Admittance Except on Business.

Not What We Say, What You Know, Counts.

Not What You Pay—What You Get.

Not Only Good Shoes for Perfect Feet, but Perfect Shoes for All Feet.

Not Too Cheap to Be Good, but Cheap Enough to Make a Good Auvertisement.

Newer Shapes at Newer Prices.

No Lady's Wardrobe Complete Without These Dainty Rustling Garments.

Neat, Dressy and Handsomely Designed.

Noisy Silks at Quiet Prices.

Nothing Over 10c on This Counter.

No Matter What You Want, We Have It.

Nice to Own and Easy to Buy.

No Article but What We Can Save You Money on—Investigate.

O.

Our Success Comes from Selling Good Clothes and Saving You Money.

Our School Supply Stock is Complete.

Object Lessons in Symmetry.

Our Best is the Best.

One Bargain You'll Appreciate.

Others Are Good but Not at This Price.

Our Hobby is Having the Best.

Our Goods Prove Our Assertions.

Out of the Best We Chose These.

Over Stocked and Under Priced.

Our Buyers Have Your Good at Heart.

Others May Be Cheaper—None Can Be Better.

ODDMENTS. By This Term We Mean Odd Sizes and Broken Lots from our January Sale.

Our Thought and Our Action is for You.

Our Promise Protects You.

Our Promise Makes Us a Strong Platform.

One Reason for Our Business.

Others Like Them, So Will You.

Our Best Salesman is Mr. Sure Bargain.

Our Latest Thing for the Spring Trade.

Our New Shoe for Women.

Once Tested, Always Worn.

Only One Quality, Only One Price, Only One Dealer in a Town Can Have It.

Only Shoe Made That Conforms with the Foot.

Our Prices Are Purse Openers. We Need Room for One More Lucky Buy from New York.

Our Prices Make it Expensive for You to Buy Elsewhere.

Only Registered Pharmacists fill Prescriptions Here.

Our Aim is to Please Our Customers.

Our Word for It, They Are Worth More Than the Price Asked.

Order Now the Needed Things for the New Home.

Our Prices Cut Across Lots 'Tween Manufacturer and Consumer.

Our Purpose is to Place This Store "First in the Hearts" of the People.

Our Bread is the Baker's Triumph and the Eater's Delight.

Our Spring Awaking is a True Fashion Display of Elegance —Yet We Combine Elegance with Economy.

Of Course There Must Be Some Inducement to Bring so Many to Our Store.

Our Suits Are Standard in Quality; Honorable in Make; Right in Price.

Our Experience—Your Gain.

Our Fair Price Banner Waves Over All.

Out-of-Date Methods Do Not Satisfy Up-to-Date People.

Our Famously Low Prices.

On Your Judgment as to Quality and Price We Rest Our Case.

Our Mixologist Can Make an Ice Cream Soda That Will Satisfy the Thirtiest Person in the City.

Opportunities Like These Don't Often Occur.

Our Campaign for Popular Favor.

Our Solution of the Buying Question.

Our Saying so Means a Great Deal.

Others May be Pretty, See These Anyway.

Our Advantage Comes from Care in Buying.

One for You, and You'll Like It.

One Quality, One Price, All Styles.

Our Stock—Only One Grade—The Best—At Popular Prices.

One Incident That Explains the Policy of Our Shoe Department.

Our Goods Go Before the Dust Collects.

Our Clerks Will Serve You Without Soliciting a Purchase.

Ous Store Does Not Fear the Most Stringent Comparisons.

Old or Out-of-Date Goods go at Your Price.

Our Patrons Wear Smiles.

Our Goods Are This Year's Vintage.

Our Low Prices Bring You Back.

Overcoats Easy to Slip on Though Hard to Give the Slip to.

On Rock Bottom—Have Been on That Desirable Ground for Ten Years.

Our Clothing Secures the Fashionable Effect Sought for by the Careful Dresser.

Our Prices Are Never High—Our Goods Are New and Up-to-Date.

Our Goods Tell Good Tales of Us.

Our Clerks Are Instructed to Assist Careful and Economical Buying.

Our Suits Are Offered at Suitable Figures.

Our Method of Selling Invites You Back.

Our Clerks Are Here to Assist—Not to Insist.

Our Clerks Serve Us Well by Serving You Well.

Our Customers Are Talking Advertisements.

SCHOOL SHOES—High School in Quality, Down to Kin-

Our Customers Come in Hopefully and Leave Satisfied.

"Old Reliable" in Quality, but "Up-to-the-Minute" in Style.

Our Clerks say: "It's the Weather." We Believe We Bought too Many. Hence the Reduced Prices.

Our Mirror of Present Fashions.

One Might as Well Try to Lift Himself in a Basket as to Undersell Us.

Our Aim is Constantly Toward the Mark of Public Patronage.

Our Prices Talk All Languages.

Our Forethought Gives You Bargains.

Our Desire is to Move Goods, Not to Get Cash.

One of the Strongest Lines to Be Found.

Our Best Advertisement is Never Printed.

Our Shakespearean Department—"A Midsummer Night's Dream"—Our Shirt Waists.

Our Ambition is to Sell More Than Others, and We Know That Means to Sell Cheaper Than Others.

Our Motto—Purity and Accuracy.

Our Low Prices Are Loud Talkers.

Odd Sale of Odd Ends at Odd Prices.

Our Semi-Annual Clearing Sale.

Only the Best is Good Enough.

On Sale Saturday, Only ———c Yard.

Our Gaurantee, Nothing Better.

Our Best Customers Like These.

One Pair Makes You a Friend.

P.

Plenty of Style, Service and Fit.

Perfect Service Promptly Rendered.

Painting the Lilly and Improving the Waterman Seed Seem Equally Absurd.

Price Making on a Rare Scale of Lowness.

Plumpest Values Are Here.

Prices That Surprise—Values That Tell.

Perpendicular Truths—Horizontal Prices.

Profits Pared from all Prices.

Prices Shaved Doesn't Always Mean Money Saved.

Particular Purchasers Find Profitable Picking in Our Stocks.

Perfect in Construction, Superior in Finish.

Perfect in Comfort, Style and Fit.

Promptness in Buying Will Secure This Bargain for You.

Prices Cut in Two.

Pleases the Mind, Warms the Body.

Peace on Earth—Light Prices to All.

Popular Prices Win Popular Favor.

Prices That Tell—Goods That Sell.

Pure, Sure, Sells, Satisfies.

Pre-Eminence in Bargain Giving.

Price Counts Wherever Money is Counted.

Profit, Cost and Loss All Join Hands Now.

Practical Gift Suggestions.

Prices Lowest, Quality Best.

Prices Are Pleasing in Their Smallness.

Prices That Argue Stronger Than Words.

Prepare for the Worst by Getting the Best.

Patterns That Please at Prices That Please.

Prices That Sparkle on Bright Bargains.

People Pleasing Presents, Per Pulverized Prices.

Popular Prices Mean Right Prices.

Peppered Bargains and Salted Prices.

Photographs Must Be Paid for in Advance.

Plain and Fancy Cakes to Order.

Positively No Credit.

Please Don't Ask for Credit.

Pianos Tuned and Repaired.

Plainly Practical and Practically Pleasing.

Pay Big Dividends in Satisfaction.

Prices as Hard to Match as the Goods.

Paltry Prices Paid for Pondrous Purchase.

Prices go to Pieces, but Quality Remains Firm.

Painful Pauses in Prosperity Have Compelled Us to Make Special Prices on All Stock.

Prices Will Never Satisfy Until Quality Has Set the Mind at Ease.

Powerful, Peerless, Defiance, Demonstration.

Pretty as a Picture.

Positive Proof of Excellence.

Pay for What You Get and Get What You Pay for.

People Appreciate Our Push.

Prices That Make It an Object.

Pretty Pictures Create Pretty Thoughts.

Poor Goods Spoil the Temper.

Prices and Promptness Are Features of Which We Boast.

Perfect Plumbing Means Health in the Summer, Peace of Mind in the Winter and Satisfaction All the Time.

Price is the Thermometer of Values.

Prosperity Follows Thrift.

Passing Goods to the Public.

Pays in Money—Pays in Satisfaction.

Price and Qaulity Yoked.

People of Any Color Treated White.

Prices in Themselves Are Not Conclusive.

Particular Proofs in These Prices.

Positively the best Value Offered for the Money.

Proven Itself to Be the Best.

Q.

Quality is a Consideration Demanded by the Careful Buyer.

Quality the True Test of Cheapness.

Quality Pleases—Prices Sell.

Quality and Price Surpassed by None.

Quality Tells the Story of a True Bargain.

Quality Costs, but It's the Surest Guaranty.

Quality is Remembered Long After Price is Forgotten.

Quality and Style Prove the Bargain.

"Quality" is the Password.

Quality is Everything.

Quality the Highest; Prices the Lowest.

Quality First, Price Second.

Quick Sellers, and Why Not?

Quality, Style, Finish—These Are the Four Cardinal Points of Excellence Which Distinguish "Our" Clothing from All Others.

Quality Equal to the Best Made.

Qualities That Convince.

Quality Furniture—The Only Kind it Pays to Buy.

R.

Royal Examples of Expert Shirt Making.

Rare Paris Organdies. Rare Patterns. Rare Prices.

Ready-to-Put-on Suits That You'll Not Be Ready-to-Put-Off Till The Last Stitch Gives.

Removes the Cause and Cures the Headache in Five Minutes.

Rare and Beautiful.

Real Merit and Real Economy.

Returns at This Store Mean That Customers Return.

Recognize the Rea Service and Positive Economies of This Store.

Remnants; Fine Quality, Exquisite Patterns—See the Bargain Prices.

Rainy Days Ahead! Dry Weather Price on These Umbrellas, $1.

Rugs Are Growing in Favor Year by Year.

Right Prices and Up-to-Date Goods.

Recognized as the Standard.

Rapid Selling Keeps the Stock Clean.

Rare Values, if You Want Them.

Really Remarkable Remnant Sales.

Reasonable and Seasonable.

Ransom! Who Will Pay the Ransom on These Articles?

Repairing While You Wait.

Recollections of Long Life Do Not Recall Anything Similar to Our Great Sale of ————

Rush of Business from a Whirlwind of Bargains.

Run Regularly, Fit Finely, Wear Well.

Retail Selling at Wholesale Prices.

Rightness First, Profit Afterward.

Rare Because of Style—Exceptional Because of Price.

Radical Revolution in Retailing—Revolutionizing the Regular Rates.

Ready-Made, but Custom Goodness.

Remnants at Less Than Remnant Prices.

Real Worth for the Tired Pocketbook.

Read Our Ads For the Latest Fads.

Real Economy Dwells in Real Quality.

S.

Surprise You—Only 60c Yard.

Selection Never Larger or More Attractive.

Stop a Moment and Consider the Money Advantage We Offer.

Special Day of Waist Remnants.

Some New Propositions for You This Week.

Several Reasons Why You Should Buy Your Neckwear Here.

Sharp Talks on Cutting Subjects. We Carry a Splendid Line of Cutlery.

Some at a Fourth, Some at a Third, Some at a Half.

Strong Shoes for Sturdy Boys.

Seasonable Suggestions for Correct Dressers.

Stye, Quality, Price—Right.

Such Sales Are Seldom Seen.

Summer Things it Will Be Economy to Buy.

Selected from the Most Beautiful.

Solving the Provlem of Daily Need.

Shoe Prices with Quality That Compel You Attention.

Settle All Doubt by Examining the Goods. They Speak Stronger Than We Can.

Some Live Wire Prices for This Week.

See Ours First or Last, but See Them.

Selling Carnival, Purchasing Jubilee.

Storm Slippers! Where'er It Rains It Reigns Supreme.

School Outfitting Claims Attention Now.

dergarten in Price.

Selling for 1-3 the Price Asked for Similar Goods.

Straightforward Statements.

Summer Fancies in the Latest and Prettiest Styles.

Strong Talk, but We've Got the Garments to Back It Up.

Same Snap and Style as Some High Priced Shoes.

Springy Shoes for Spring and Summer.

Sooner Have Our Low Price or High Quality? Get Both in These Garments.

Silks of Summer Brilliance and Autumn Brightness.

Sensible Summer Suitings Superbly Tailored.

Storm Rubbers—Cheapest Cough Medicine You Can Buy.

Spring Goods "Blossom" This Week.

Styles Were Never More Charming, Nor Prices So Tempting.

STOP THAT COUGH! It Means a Coffin. Try Our 20th Century Cough Syrup, Only 25c.

Sold by the Sheriff! Bought by Us. You're Next.

Save a Few Dollars at Our Expense.

Shake Hands with Opportunity While It is Here.

Shoes That We Keep are the Kind to Wear.

Star Attractions to Guide You to the Great Removal Sale.

Saves Money, Saves Time, Saves Worry.

Style Make Trade—Quality Holds It.

Shoes for Sunshine or Rain.

"Soid Comfort" Written All Over Them.

Some Garments Are Guesses—These Are Results

Spring Styles Now Ready for Inspection.

Suitable for 'Round the House Wear.

Shoes—This Style—The Road to Health.

Strength, Purity and Fragrance.

Simple in Construction—Always Ready.

Satisfy Yourself of Its Superior Merits.

Summer Time Bargains.

SOMETHING—"A Little Different."

Spring Suits Made Right, Material Right, Style Right—These 3 Rights Cannot Disappoint.

Something Novel in Design, Beautiful in Coloring.

Special Values in Strictly High Grade Garments.

Sure-to-Please Selections.

"Spoils from Every Clime" Are Congregated Here.

Sightly! Worn Nightly, Made Rightly, Priced Slightly (Men's Night Shirts.)

Suits Fit for a Prince at Prices Almost Within Reach of a Pauper.

Sizes Broken in Some Lots, but Enough Left to Make Your Choice Easy and Profitable.

Start Right and the End is in Sight.

Satisfaction is a Silent Salesman.

Sharp Eyes Find Big Savings.

Small Economies Build the Bank Account.

Shapes That Satisfy.

Strong in Bargain Richness.

Second-Hand Goods Bought and Sold.

Striking Money-Savers.

Satisfaction the Prime Factor.

Statement of Facts—Not Ghost Stories.

Spring Means That Nature is Renewing Herself. Why Not Renew Your Apparel.

Spot-Touching Excellence.

Styles That Are Becoming and Snappy.

Stern Necessity Makes Rare Opportunity.

Satisfaction Brings Business.

Small Savings Make Large Fortunes.

Same Old Loaf at the Same Old Price.

Sizzlings Offerings at Cooling Prices.

Showers of Gold Would Be Worthless If it Was Not for the Things Gold Will Buy.

Suit You? Will Suit Anybody.

Selling You We Sell All Your Friends.

Seasonable Clothing Means Continued Health.

Selling Poor Goods is a Lie—Goods Should Be Good—Ours Are.

Short Prices for People a Little Shorter.

Some of Our Jewelry Will Do More to Make a Happy Year for You and Your Friends Than Anything You Can Buy.

Small Profits and Quick Sales.

Stop! Look at Our Bargains.

Summer Goods at a Sacrifice.

Slight the Littles and Spoil the Whole.

Stick a Pin Into the Fact.

Something Others Haven't.

Slot Machines Outdone—Our Plan Did It.

Store Attractions Multiply.

Service Long After the Price is Forgotten.

Spot Cash Will Get Greater Bargains Than Twenty Promises to Pay.

Styles to Suit All Occasions.

Strong Reinforcements of Style, Grace and Foot-Ease.

Superb Selection of Easter Dry Goods.

Sleet-Proof—Snow-Proof—Rain-Proof Coats.

T.

The Store That Never Disappoints.

Taste, Quality and Price Recommend These.

Telephone Us for What You Forget.

There Are Other Stores Besides, but Not Beyond Us.

The Foundation of a Comfortable Home Are Carpets and Rugs.

The Reduced Prices on These Challies Will Enable You to Reduce Your Temperature.

The Tip Top of Style for Half a Dollar.

Take Your Pick While the Picking is Good.

The Home of New Ideas and Honest Values.

The Prices Are Shocking Lok. Quality Considered.

This is Not a Dumping Place for the Mistakes of the Wholesale Trade.

They're Wonders of the Tailor's Art—So Shaped and Built Up That They Almost Stand Alone.

The Apparel Off Proclaims the Man.

Talk with Us on Any Doubtful Point.

Trouser Protection. We Protect You Against Bad Fit, Bad Fabric, Bad Style, Bad Wear.

Time to Think of Hammocks—It's More Than That—It's Time to Buy Them.

Tailored Correctly and Fit Perfectly.

This Isn't a "Job-Lot" of Neckwear, but an Overplus of Fine Scarfs, Which Must Vacate the Shelves to Make Way for Early Spring Arrivals.

Tailor-Made Suits from Abroad.

There Are Two Kinds of Roasted Coffee. The Kind You Do Want—We Buy It—We Roast It—We Sell It at 40c a Pound.

This Class of Clothing We Handle Exclusiveiy

The Only Scientific Footwear.

To Sell Well is to Suit the Customer.

To Be Ahead and to Keep Ahead is Our Aim.

This Store is the Customer's Liberty Hall.

The Buyer Ought Not to Give Us His Money Until We Suit Him.

There is Pleasure in Catering to Your Most Exacting Wants.

The Clerks Here Are Your Servants.

To Please You is to Profit by You.

To Lead in Every Line First is Our Ambition.

To Have You Leave Dissatisfied it to Leave Us More Dissatisfied.

Take Them While They last.

Take Your Choice from This Choice Lot.

The Price is Higher, hut They Are Nicer Than Ever.

The Early Buyer Gets the Choice.

The Best Materials Put Together by People Who Know How.

The Best and Most Popular.

The Fine Points of Profit Broken Off.

The Theme of the Hour—The Fad of the Day.

That Indefinable and Indispensible Thing Called Style.

Taking Advantage of the Best is Your Duty.

There Isn't a Good Kitchen Utensil Missing from the Stock; There Isn't a Poor One Here.

The Severest Critics Can Find No Fault with Our Work.

This Coat Doesn't "Hike" Up at the Collar—It's Made Right.

The Vanity is Here for You to Choose From.

The Key to Wealth is Right Buying; the Key to Health is Good Shoes.

This Business Didn't Grow by Chance.

The Goods and Prices Have Done Most.

There Are Reasons Why You Should Become Acquainted with Our Clothes.

The "Father of His Country" Would Have Been Glad to Buy Children's Clothing at These Prices.

This Winsome Ware Reflects Refined Taste.

There Are Spring Openings Here Every Day.

Talking About Strikes. How Do These Prices Strike You?

There's No Best in Town if It's Not Found Here.

Timely, Clever and Correct Cravats—50c.

The Tailoring in This Clothing is What Talks.

The New Customers We Surprise—The Old Ones We Delight.

The Worm May Turn, but the Color in These Silks Will Not.

Tailored to Always Look Like Newly Made Garments.

The Excellence of These Goods is Their Best Advertisements.

They Look Well Here, but How Much Better You Would Look in Them.

The Store That's Making a Record.

These for Money and Others Too Numerous to Mention.

All Right or They Wouldn't Be Here.

The Only Skimping is in the Price.

The Kick of a Boy or the Skip of a Girl is Provided for in Our School Shoes.

The September Sale Brings Economy.

Take Advantage While the Advantage is Here to Take.

The Maximum of Value for the Minimum of Cost.

The Cool Calculating Man Provides Himself with a Fall Overcoat.

'Tis Better to Have These Goods Than Money.

The Dresses of the Night—Night Gowns..50c Each.

Thanksgiving is Every Day in the Year with Us.

These Bargains Give Profit to Both Buyer and Seller.

The Best is Always the Most Economical.

They Are Original and Have Never Been Equaled.

The Perfect Shoe for Women.

This is What You Want.

The Greatest Real Bargain in the Shoe Line This Season.

They Fit the Feet as Nature Intended.

They Are Superior to All Others.

Throw Off the Terrible Tyranny of Aching, Burning Feet.

They Will Speak for Themselves.

The Christmas Goods Makes You Feel Like Giving.

Thoughts for the Thrifty.

Those Who Know Say These Are Right.

The Best That's Made, or the Cheapest That's Good.

The Best Yet; See Them.

Try One; We Know the Verdict.

The Keynote of Our "Busy"ness.

The First Choice is the Best Choice.

This Store is Yours, to the Extent of Your Desires.

The Last Days of the Year and What We Have to Offer.

The Loss is Little, but the Bargains Are Big.

The Key of Wealth is Right Buying.

The Margin is so Small That it Doesn't Touch the Value at All.

The Luxury of the Best at the Cost of the Cheapest.

The Key to the Situation.

Those Who Read and Act Will Profit.

Today's Thoughts for Busy People.

The Most Value for the Least Money.

Truth-Telling Advertising.

The Best and How to Get It.

The Best Goods at Any Price.

Trade Incidents to Save Your Cash.

They Are Exclusive, but the Prices Are Very Reasonable.

The Wise Man Wants to Look Well. Our Suits Will Help Him.

The Best and Purest Toilet Articles and Perfumes.

This Store Has No Baits, No Trash—But Quality and Variety.

That Boy Will Find His Match in Our School Shoes.

There is a Superior Grace and Character to Our Tailor-Made Suits.

These Are All "Made to Order" Garments—New, Excellent Values.

Toilet Articles, Mounted and Unmounted in Sterling.

The First of the Season—Nice, Big Fat Oysters.

Top Coats at Bottom Prices.

The Economy of Luxury.

The Skyrocket of Bargains.

The Safest Kind of an Investment.

Try Us Once and U Will Call Again.

The Best Suspender in the City.

This is the Store to Get the Full Value of Your Money.

Ties Which Please Correct Dressers.

The Clock Ticks; We Don't.

The Highway of Great Bargains.

The Poor Boy's Progress is Largely a Question of Appearance.

"The Tempest"—In our Other Stores, Due to Our Prices.

Timely Tips for Bargain Hunters.

The American Idea—Get the Best for the Least Money. Easily Realized Here.

The Power of Money Demonstrated.

The Art Student Enjoys a Treat in Examining Our Pattern Hats.

The Temple of Fashion—The House of Elegance.

These "Just-So" Shirt Waists.

The Home of Low Prices.

To Have and to Hold Your Business is Our Greatest Desire.

The March of Progress Finds Us Keeping Time as Usual.

There's No Money in Politics Save for the Few, but in Our Great Bargains There's Money for You.

The Fourth is Away Off, but We'll Fire a Gun.

There is a Point Where Cheapness Ceases to Be Economy.

Turning Shoes Into Cash.

The Perfect Picture of You—Our Photographs. That's the Word—Perfection.

Talk, Straight from the Shoulder.

Take a Single Squint at These Hints.

The A B C of Successful Merchandising.

The "Whip Hand." We Are Driving Our Stock.

The Greatest Luxury a Gentleman Can Enjoy is Comfort.

Their Economy is Their Wearing Quality.

The Sun of Commerce Casts a Shadow Which Has a Bad Effect on Inferior Goods.

The Best Advertiser, the Most Patronized, the Least Criticised, and the Most Eulogized.

The Sun of a New Prosperity is Rising Over the Hilltops of Discontent.

Taste and Ability Make Our Work the Best.

The Hope of the Rich, the Joy of the Middle Classes, a Blessing to the Poor.

The Goods Create the Demand.

Truth Needs No Trumpets.

Taste for the Beautiful Makes You Appreciate These.

The Winds of Competition Only Makes Our Trade Soar the Higher.

Teeth Are What You Make Them.

The Gospel of Truth and Low Prices.

The Purchaser—His Privileges and Prerogatives.

The Test of Goods is Their Worth—Not Their Selling Price.

To Have Been First Proves Antiquity- To Have Become First Proves Merit.

The Price Leans Your Way.

The Key-Note of the Season's Styles.

To Be Sure It's Warm, but Here's a Remedy.

These Goods Make the Prices Look Small.

The Power of Price is the Daylight of Truth.

The Best Friend You Have is Waiting For You.

Trouble is Brewing for Merchants Who Do Not Read Aright the Signs of the Times.

Think Before You Buy, and Then You'll Buy.

The Fire is Not Yet Out in Our Great Reduction Sale.

The Goods and the Prices Don't Balance. The Prices Are on the Low Side of the Scale.

The Comfortable, Fitable, Wearable Kind.

The Best Staples and the Prettiest of Fancies..

There Are Imitations, but Not Rivals.

There is More in the Suits Than Material and Stitches.

The Almighty Dollar Rules the World These Hard Times.

The Man of Taste Never Allows His Taste to Fall Short of His Shoes.

Thoroughly Washed of Profit—Put Through the Bargain Wringer.

Time is Precious—So is Truth.

The Human Race is but a Contest for Dollars.

They Look Delicate, but Have Wearing Qualities.

These Prices Are Peerless.

Thin Things for Torrid Times.

Touched with Temptingness.

There Are Others—These Are the Best.

To Give Gracefully, Select Thoughtfully.

The More You Spend the More You Save.

These Prices Keep Us Busy.

The Slickest Wheel That Whirls.

Trimmed Hats at Trimmed Prices.

The One Good Thing for You.

The Quality Makes the Value.

The Difference Should be Worth a "Whole Lot."

The Busier We Get the Brighter Our Ideas Grow.

True Economy, Because They Last.

The More You Buy the More Money Saved.

Time to Turn Over a New Leaf—Plenty of Them in These Memorandum Books.

U.

Under-Priced Because Over-Stocked.

United Satisfaction to Our Customers and Ourselves.

Up-to-Date Footwear.

Up-to-Date Shoes Costs No More Than You Pay for the Ordinary Kind Elsewhere.

Unsurpassed in Finish.

Up to Our Standard—Down to Your Price.

Unmatched Prices on Matchless Goods.

Umbrellas Re-Covered and Re-Paired.

Unexcelled in Construction, Materials Used and Finish.

Useful Articles for Substantial Holiday Gifts.

Unwrinkled Surface and Trim Fit.

V.

Varied and Beautiful.

Values That Are Revelations.

Valentines That Touch the Heart Deeply, but the Purse Lightly.

Values That Will Make You Glad.

Very Best for the Very Least.

Value Measured by Quality—Price Measured by Necessity.

Volume of Business, Nor Large Margins, Makes These Possible.

Values That Thrill the Bargain-Hunter.

W.

When You Buy This Shirt for a Dollar Your Money is Not Spent—It is Invested.

We Can't Dodge Facts—And You Won't; Here's Dollar Savings for the Neat Dresser.

We Underbuy and Undersell.

We Have Been Looking for You—Now Listen.

Weekly Bargain Counter.

We're so Far Ahead That We're Lonesome.

Weekly Specials—They Go Fast.

We Sell the Best Pianos Money Will Buy.

We're Not Selling Out: We're Outselling.

We Are Always on the Alert.

What Your Dollar Will Buy.

We're Waiting to Wait on You.

We'll Take 'Em Back if You Say So.

We Carry a Stock to Please You.

We Are Ready for Fall. Are You?

What You Want and the Right Price for It.

We Know How and Do as Well as We Know.

We Please You When Pleasing is Possible.

We're Never Outdone.

Worth Makes the Bargain.

When in Doubt, See Our Stock.

We Give You All the Value Possible.

We Lose on These, but We Gain Your Favor.

We Like Best to Have You Find What You Like.

We Give You Values That Give You Pleasure.

Wedding Suggestions! Our Stock is a Collection of Pleasing Suggestions.

We Need Money—If You Need Clothing Now is the Chance to Get Bargains.

We Make Prices That Make Friends.

We'll Do You Good—Won't You Let Us Try.

We'll Tell You of a Better, if There is One.

We Never Fail to Please Those Who Want the Best.

We Save You Money.

We Are Always Ready—Are You?

We Were Lucky in Buying—So Will You Be.

We Never Disappoint.

We've Bought the Best Again.

We Give Advice When Requested, and Then Cheerfully.

Wear Longest and Look Best.

What We Say is What We Mean.

Well, What Do You Think of This?

We Give Your Meals a Touch of Elegance Through Our Offerings.

What We Sell in Clothing You May Depend on.

We Have the Power to Make the Prices, nad We Make the Price a Power.

We Want You to Take a Look.

We Think You Are More Interested in What You Buy Than Where You Buy.

We Don't Think "Something Else is Just as Good" as the Thing You Call For.

We Cannot Profit Unless We Please.

We Have Nothing for Sale That is Cheap—But Anything That is Good at Fair Prices.

What Will the Harvest Be Unless You Reap of Our Bargains?

We Solicit Your Trade, but Don't Want It Without Honor.

We Are Compelled to Ask 12 1-2c for This Hosiery.

We May Sometimes Fail to Satisfy the Hard-to-Please Customer in Prices, but Never in the Quality of Our Goods.

We Guarantee Satisfaction, Because the Goods Are Right.

What is Home Without a Good Bed.

We Ought to Charge More for These for They Are Good Enough to Stand It.

We're Elected to Serve the People—Been in Office 10 Years.

Why Don't You Have a Talk With Us About Clothes.

Where Intelligent Buying Brings About Success.

We're Out-Talked Often—Outdone Never.

We Can Make it Warm for You if You Need Blankets.

We Cater to No Particular Class, but Welcome and Provide for All.

Walking Advertisements Are the Well-Dressed Men Who Wear Our Perfect Fitting Clothing.

What You Waste at Some Stores Would Go a Long Way Here.

We Plan Largely, We Select Carefully, We Buy at Low Prices—And You Shall Do Likewise.

We Always Sell You More Value for Cash Than Others Do for Credit.

We Get Bargains for Cash That Credit Never Sees.

We'll Take Care of Your Prescription.

We Get Trade by Keeping the Best Goods.

We Do What We Promise and Promise Only What We Can Do.

We Believe That "Honesty is the Best Policy" Because We Have Succeeded and It Has Been Our Only Policy.

We Originate—Others Imitate.

We Slice the Price—Not the Quality.

What We Say is True, What We Do is Legitimate, What We Promise is Fulfilled.

Winter Wraps Not at January Prices.

We Want to Make Every Day a Busy One.

We Make Money—You Save Money—at This Price.

WOMEN FIND OUT THINGS—Any Married Man Will Tell You That—And They've Found Out Where Money Brings Most Linen Quality.

We Want You to See Them—We're Sure You'll Like Them.

We Are After Your Fall Wants.

Will Always Keep Soft and Pliable.

We Trust Your Judgment.

Where Can You Do Better?

What We Give You for Your Dollar.

We Have What's Worth Having.

We'll Suggest if You Like.

When We Say Excellent, You Know We Mean It.

We Know the Best and Sell the Best.

We Want Your Opinion—Come and Give It.

We Want to Prove Our Leadership.

Will Outwear Any Shoe Made.

What We Claim to Do We Guarantee.

We Only Pro-Offer Advice When It is Asked.

We Covet for Our Goods a Searching Examination.

We Strive to Have No Vacancies in Our Assortments.

We Seek Profit When We Buy More Than When We Sell.

When in Doubt Don't Buy—Wait.

We Seek Any Customer's Suggestions.

We Can't Afford to Sell at High Prices.

We Shall Be Here a Good Many Tomorrows.

We Cannot Make Money Here if You Don't.

We Trade so That You Can Tell of Your Bargains.

We Have Several Prices to Fit Several Values.

We Are Pleased When You Go to Other Stores First.

We Don't Know Everything and We Ask Your Criticism.

We Like to Have Our Store the Customer's Club-House.

What the Most Careful Customer Demands We Try to Supply.

We Buy so That We Can Sell, and Sell so That We Can Sell Again.

When Buying Buy for Prosperity.

We Carry the Finest Line of Goods to Be Obtained.

We Look for Patronage to Those Who Appreciate Honest Value in Clothing.

We Make a Specialty of Ordered Work.

When You Buy of Me You Save Money.

Will Last a Life Time and Cannot Get Out of Order.

Why Wait Till the Weather "Must"? There's a Heay 'O Comfort in Knowing You're Ready.

We Give All That the Tailor Gives and Take One-Half of What He Takes.

White Waistcoats are Like Collars—You Can't Have Too Many of Them.

We Complain Because Some of Our Customers and Friends Don't Complain When They Have Reason or Only Think They Have.

Wonderful Opportunities Among the Remnants.

We Stand on the Foundation Stone of Style, Quality and Price.

We Have Knocked Prices Topsy-Turvy.

We Have Trunks That Will Laugh at Any Baggage Man.

We Expend Values and Condense Prices.

We Don't Promise the Earth for a Nickle.

We Are Here to Think of Your Interests.

What You Buy Thoughtlessly We Buy Back.

We Couldn't Afford to Give You a Bad Bargain.

Women's Summer Wants in Neckwear.

Will Suit You Precisely on Summer Underwear.

Will Suit You Precisely on Summer Silks.

We Shelter You From the Sun and Storm at Prices That Touch You Easy—Parasols.

We Need Not Quote the Actual Value. They Speak for Themselves at 25 Cents.

When You Put Your Foot in This Shoe Your Shoe Troubles Are Ended.

We Have Built Up a Great Reputation for Giving a Dollar's Worth for a Dollar.

We Sell Only Goods That Are Worth Buying.

We Wish to Sell You Only What You Wish to Buy.

We Have All the Novelties—Without the Fancy Prices.

We Indorse the Goods When We Sell Them in Our Store.

We Aim to Make Our Store First in the Hearts of Our Countrywomen.

We Try to Avoid Making Mistakes, but Never to Avoid Righting Them.

We Want Pleased Patrons—The Kind That Stay.

We Do Everything to Sell Our Goods Except to Misrepresent Them.

We Are Always Anxious to Make Amends for Any Mistakes That You or We May Make.

We Care for the Quality; You Care for the Price.

Where Empty Pocketbooks Hold Carnival.

We Are Tooting Our Horn—Each Toot is New.

Wealth May Be Sordid, but Most of Us Would Be Happy to Get a Little of It.

We'll Help You Buy Yourself Rich.

We Know Our Stock and Are Proud of it.

We Appeal to Your Fondness and Satisfy Your Pride.

We Give Facts and Name the Prices—No Time for Foolishness.

We're Surprised at These Prices Ourselves.

We Don't Make to Order, but We Make to Fit.

Why Are We Like Charity? The Answer is Easy. Charity Never Faileth, Neither Do We.

We Maintain The Right Standard.

We Are Fishing for Your Patronage and the Bait We Are Using is High Values.

What Benefits You Benefits Us.

Well-Made Goods for Critical Buyers.

Whole Values at Broken Prices.

We Sell from the Earner's Standpoint.

We Fill the Gap Quick and Right.

We Keep the Prices Down and Beauty Up.

We Sooth Rough Edges of Collars and Cuffs.

We Put You on the Top by Selling You at the Bottom.

We Create Ideas—Never Follow Others.

When the Fox Said the Grapes Were Sour He Fooled No One.

We Bow Low to the Degree of Necessity.

Wisdom Applied to Practice is Called Prudence.

We Keep All Grades, but the Lowest Quality Starts at Good and Goes on Up.

We're Humming with Business.

We Keep the Best of Everything.

Walk in and Examine Our Goods.

We Warrant Our Goods.

Winter Goods at a Sacrifice.

We Keep Fine Stationery.

We Sell for Cash Only.

We Defy Competition.

We Study to Please.

Wheels Bought, Sold and Exchanged.

Warm Meals at All Hours.

We Furnish Plans and Specifications.

We Fit Hats to the Style of the Person.

We Can Beat Noise in Drawing Custom by the Simple and Quiet Attractiveness of Honest Goods at Honest Prices.

We Are Not the Only Breaker on the Beach.

We Don't Propose to Work on Your Immagination by Glowing adjectives and Gush.

When Your Ship Comes in May Be Years. Right Now, Though, is Your Chance.

What You Like Best is What We Sell You.

We Don't Follow the Leaders; We Lead the Followers.

We Mean Business and We Intend to Have Lots of it.

When We Hear a Cry for Help We Extend a Helping Hand.

We Waste no Time in Useless Blows, but Strike the Nail and in it Goes.

We Give Lessons in Right Buying by Examples in Low Selling.

We Sell Clocks and Watches That Are Right at the Prices That Are Right.

Worthy Things That Look Well.

We've Prepared for the Holidays.

We Cannot Do More—You Should Not Do Less Than Try It.

We Offer You Something Better Than Anyone Else for the Same Money.

We Excell as Well as Undersell.

We Are Building Business—That is to Grow with Your Approval.

Words Are Words—But We Offer More.

What to Wear; What to Use for Dress Trimmings.

What is Most Desirable in Shoes?—Easy Feet—You'll Find Them Here.

We Guarantee Everything We Make.
We Don't Give the Most, We Give the Best.
We Multiply Your Pleasures.
Warm Woolens for Winter Weather.
Wet Weather Winter Women's Wear.
When You Think of _____ You Think of Us.
We Make Them Right—We Price Them Right.
Why Do You Pay Two Profits When One Will Do?

Y.

Your Judgment Will Tell You at a Glance—Extraordinary Values.
Your Fall Suit is Here.
You Can Thank the Weather for These Bargain Chances.
Your Income is of Less Importance Than What You Save.
You'll Applaud Our Efforts.
Your Fancy and How We Satisfy It.
You Can Go Farther, but Can't Do Any Better.
You'll Enjoy Giving at These Prices.
You Can Buy More When We Sell for Sess.
You'll Never Be Displeased with the Chances Offered Here.
You Don't Get the Best if You Don't Purchase Here.
You Might Get Cheaper Ones, but They Couldn't Be as Good.
You Save Time and Labor by Its Use.
You Can't Go Wrong Buying Here Because We Buy Right.
You'll Find What You Want Here at Saving Prices.
Your Loss; If You Don't Buy It Now. Our Profit; We Will Get a Higher Price for it Tomorrow.
You'll Never Lose Your Job if You Depend on This Alarm Clock—$1.50.
You'll See Two Good Points When Examining These Laces—The Material and the Price.
You Will Get "the Proper Light on the Subject," if You Use This Lamp.
You Needn't Inquire Concerning Our Bargains. They Speak for Themselves.
You May Find as Good Shoes Elsewhere, but You Will Pay More.
You Are Welcome Here.
You Are the Judge, Also the Jury.
You May Pay More—You Can't Get Better Value.
You'll Elect Us for Bargains.
You'll Be Sure of the Quality.
You'll Never Forget How Nice They Are.
You'll Be Well Dressed if We Furnish the Things.
You Can Have Our Best Advise When You Ask for It.
You May Be Sure they Are the Best Made.
Your Attendance is Respectfully Requested—You Will Be More Than Paid.
You Will Be Money Ahead by Doing It.
You Never Faced Such Out-and-Out Sacrificing as This.
You Get the Values, We Get the Business.
Your Coming Merely to Look Pleases Us.
You Don't Wait Here—You're Waited Upon.

Your "Good-By" Means a Return of Buy and Buy.

You Can Do Sharp Trading in Cutlery Here.

You'll Make No Mistake in Following the Crowd.

You Don't Want Wheels Within Wheels; Get a Strong One.

You Have the Confidence. We Have the Goods—Let's Trade.

You Have Horse Sense, Then Don't Be a Donkey.

You Can Have More Riches by Practicing Less False Economy.

You Can't Afford to Pay Even a Few Odd Cents if the Expenditure is Useless.

Your Approval is Our Ambition.

Your Position and Ours is a Mutual One.

ESTABLISHED 1895

The Thompson School of Lettering

Headquarters for

Show Card Writers' Supplies
Instruction, Etc.

Up-to-date scientific instruction by mail.

My complete course of instruction has constantly grown in patronage and public favor, and is now recognized as the FOUNTAIN HEAD for practical lessons in high grade show card lettering and designing.

Up-to-date ideas, and quick methods that will eminently fit you for the best and most desirable positions.

NO TIME LIMIT. I am personally interested in the success of all students, and I have the most complete equipment in America for successfully teaching the art by correspondence.

If you are interested, write me for further particulars,—it will pay yau.

Address: W. A. Thompson, Pontiac, Mich.

Scientific Instruction *by mail.*

I teach up-to-date lettering from the rudiments of a plain letter to a large variety of elaborate work, embracing many styles of show card alphabets, neat and prominent figures, ornamental dashes, borders, scrolls, flowers, leaves, branches and backgrounds in detail for special card effects.

There is no uncertainty in my knowledge as to what is required to make an expert and successful Show Card Writer. The main thing that I want to impress upon you is that I have a better course of instruction for less money than any other school in America. It is natural that it should be so; I do nothing else, and I have the most complete equipment in the United States for successfully teaching by mail. In my **New and Improved** course of instruction, I teach practical show card lettering from start to finish, correct student's work during the entire course and furnish neat show card copies—fresh hand work—for students practice outside of the lessons and alphabets. **This latter feature is original with me and is offered by no other school.** My students are enthusiastic with the lessons, they receive solid practical instruction in high class work with special outlines in detail adapted to their needs. Whether 100 or 3,000 miles away, the same service, the same satisfaction, the same personal attention is yours.

The time may be arranged between lessons to suit the convenience of the student. If you are a beginner do not hesitate on that account, for I give special attention to those who have never made a start at card-sign lettering before. It is not an uncommon thing to see the very poorest letterer at the beginning become a genuine expert before completing the course. I have successful students in almost every state in the Union, and many in Foreign Countries, who are enthusiastic with the lessons and excel in high class work.

Write for prospectus.

Address: W. A. Thompson, Pontiac, Mich.

Students who would rather pay tuition fee for complete course on the installment plan can make very satisfactory arrangements by writing to me at once.

Marking and Shading Pen Supplies

SHADING PENS.

Making a Shaded Mark of Two Colors at a Single Stroke of the Pen.

No.	Size.	Price.
0	1-16 inch wide	20 cents each post paid
1	1-8 " "	20 " " " "
2	3-16 " "	20 " " " "
3	1-4 " "	20 " " " "
4	3-8 " "	20 " " " "
5	1-2 " "	20 " " " "
6	3-4 " "	25 " " " "
8	7-8 " "	25 " " " "

PLAIN PENS.

For Making Back Ground Tints, Etc.

0	1-16 inch wide	20 cents each post paid
1	1-8 " "	20 " " " "
2	3-16 " "	20 " " " "
3	1-4 " "	20 " " " "
4	3-8 " "	20 " " " "
5	1-2 " "	20 " " " "
6	3-4 " "	25 " " " "
8	7-8 " "	25 " " " "

MARKING PENS.

Make a Solid, Plain Mark, Full Strength of Color.

00	1-32 inch wide	20 cents each post paid
1	1-8 " "	20 " " " "
2	3-16 " "	20 " " " "
3	1-4 " "	20 " " " "
4	3-8 " "	20 " " " "
5	1-2 " "	20 " " " "

MARKING AND SHADING PEN INKS.

Finest Quality.

Black	25 cents per bottle, prepaid
Blue	25 " " "
Brown	25 " " "
Purple	25 " " "
Red	25 " " "
Green	25 " " "
Yellow	25 " " "

Automatic and Marking Pen Alphabets.

Clean cut work, fresh from the pen. Each set, both large and small letters.

Rapid Marking	25 cents postpaid
German text	25 " "
Old English	25 " "
German round hand	25 " "
Show Card Style	25 " "

Address: W. A. Thompson, Pontiac, Mich.

FLITTERS.

For sparkling effects, Gold, Silver, Crimson and Green, pkg., 15c, post paid.

Bronzes, any color desired, 15c per package, postpaid.

Diamond Dust, 15c per package, postpaid.

THOMPSON'S INK POWDER.
For Rapid Pen Lettering.

The chemicals in this Ink Powder are identical with those used to make our Celebrated Shading Inks, which have for years been recognized as standard.

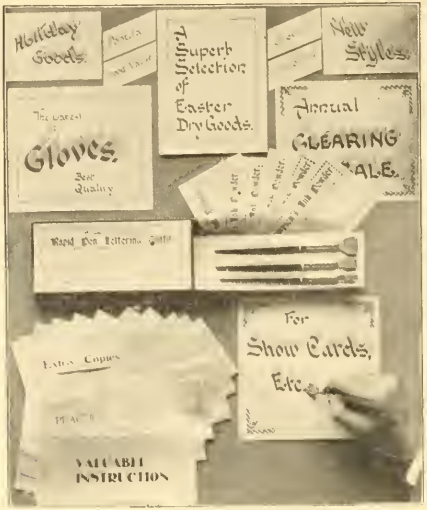
Makes a beautiful glossy ink for ticket writing, show card work and ornamental lettering of all kinds.

Assorted colors—Black, Blue, Brown, Red, Purple, Yellow and Green. Full directions for making shading ink. Choice of colors, 10c per package, postpaid. Six packages, 50c postpaid.

Card writers can save money by using this Ink Powder for general pen lettering.

Price, 10c per package.

Address: W. A. Thompson, Pontiac, Mich.

Window Trimmers' Rapid Pen Lettering Outfit

CONTENTS.

Three Broad Lettering Pens. Suitable sizes for Show Card Work.

Six Packages of Ink Powder. Assorted colors—Black, Red, Brown, Green, Blue and Purple, with full directions for making a Rich, Glossy, Marking and Shading Ink.

Two Sets of Alphabets, Large and Small Letters, with instruction Chart and Copies.

Set of Figures for Price Tickets.

The two sets of alphabets (Marking and Rapid Show Card Style) and lettering chart with extra copies, will be found interesting and valuable. The chart contains exercises showing the construction and principles of capitals and small letters. Just the thing for all in every day work, being simple, rapid and attractive. The lettering of alphabet sheets and chart is hand work in beautiful colors, fresh from the pen, with printed instruction below each line. A few minutes' practice with this chart will dispel entirely the idea that difficulty stands in the way of understanding the art of Rapid Pen Lettering with artistic finish.

The extra copies contain a pleasing and comprehensive variety of exercises, so that any person writing an ordinary hand can make very rapid progress in lettering and duplicate the above cards and a large variety of similar work in a very short time.

PRICE COMPLETE, $2.00 POSTPAID.

W. A. Thompson,
Pontiac, Mich.

Show Card Writers' Brush Outfit

Extra Fine Red Sable Brushes

Silver Plated Ferrules, Polished Handles

FOUR SIZES---Number 5, 7, 9 and 12. **Price, $1.00.** Postpaid

Mail Orders Promptly Filled. Address,

W. A. THOMPSON, Pontiac, Michigan.

For general show card work, the above outfit will give entire satisfaction. It is the best and most reasonable in price that money can buy.

Lettering Pencils and Brushes

EXTRA FINE OX HAIR LETTERING PENCILS.

In silver plated ferrules, with polished handles. Perfect in elasticity and ease in lettering. Alternate sizes are recommended for a good variety of card—sign work.

No. 1.....12 cents each.
No. 2.....12 cents each.
No. 3.....16 cents each.
No. 4.....18 cents each.
No. 5.....20 cents each.
No. 6.....20 cents each.
No. 7.....25 cents each.
No. 8.....25 cents each.

Ox Hair Brushes. Broad---Flat.

For Sign Writers' Use.

1-4 inch wide....30 cts. each. 3-4 inch wide....50 cts. each.
1-2 inch wide....40 cts. each. 1 inch wide....60 cts. each.

These brushes are excellent for muslin sign work.

"Ever Ready"

Show Card Paint-Ink

Liquid form. Strong, transparent, bright colors. Absolute purity guaranteed. Put up in bottles and the popular Ball Bros. Mason quart and pint jars.

PRICES:

	Per Bottle.	Pint.	Quart.
Black	25c	50c	$1.00
Red	25c	50c	1.00
Blue	25c	50c	1.00
Yellow	25c	50c	1.00
Purple	25c	50c	1.00
White	25c	50c	1.00
Green	25c	50c	1.00

Shipped by express. Charges collected.

Card writers who use this Paint-Ink find it unsurpassed for Rapid and Ornamental Lettering on white card board. It is of proper consistency to letter smoooth and free, with Brush, Marking Pen and Shading Pen. Sample Lettering Free.

SPECIAL—Express charges prepaid on the following trial order: Four bottles of "Ever Ready" Show Card Paint-Ink—Black, Red, Yellow and Green, securely packed and forwarded to your address for $1.00, express charges PREPAID to any point in the United States and Canada. To insure safe delivery we ship the above four colors in a special lock-corner box, made expressly for this outfit.

Remit by postal or express money order.

Address, W. A. THOMPSON, Pontiac, Mich.

Eureka Show Card Paint

The Twentieth Century Lettering Medium
Ground by Machinery and ready for immediate use with the addition of water for thinning

DRIES QUICK. HEAVY BODY. EASY LETTERING.

This paint is made expressly for brush lettering, display signs, show cards, tickets, etc., and fully answers all the varied requirements—sets up firm in lettering, will not rub, scale or crack, and for cleanliness and ease of application cannot be excelled.

THE ONLY SHOW CARD PAINT THAT WILL SHOW UP IN FULL STRENGTH OF COLOR ON ANY COLORED SURFACE.

The colors below may be blended to make any required shade.

SEVEN COLORS. Put up in screw top jars.

PRICES—Red, 30 cents each. White, Blue, Green, Yellow, Purple, Black, 25 cents each.

These prices are net. Shipped by express, charges collect.

Transportation on Show Card Paints (either EUREKA or EVER READY) may be reduced by ordering a supply at one time, as express charges on one or two colors will amount to about the same as that on half a dozen lots.

Address, **W. A. THOMPSON,**
Pontiac, Mich.

Are You Looking for Ideas?

Ideas that will be worth dollars to you.
If you are, you cannot afford to be without the following list.

This is a special and entirely new series, each number contains invaluable knowledge on each subject in question.

From a practical standpoint it has cost many a man considerable outlay and inconvenience just to get to know what is explained by any one of the following numbers. **They are not books**, but small leaflets giving instruction from experience boiled down in compact form.

SEE WHAT THE LIST CONTAINS:

No. X25. SIGN WRITING.

How to begin work.

Method of practice for free movement with valuable suggestions for best results.

No. X26. MUSLIN SIGNS.

What material to use.

How to mix paint for same.

Practical hints to bring out finished job.

No. X27. SMALT SIGNS.

What paint to use and how to prepare back-ground.

How to apply smalts for neat work.

No. X28. OIL CLOTH and OPAQUE CLOTH SIGNS.

Management for quick work.

How to prevent paint from crawling on oil cloth.

Hints on hangers, advertising signs, etc.

No. X29. PREPARING SIGN BOARDS for Good Work. Priming, etc.

How to prevent blistering and chipping when exposed.

How to bring out uneven or rough spots to a smooth and level surface.

No. X30. WINDOW LETTERING.

Showy Signs, Aluminum bronze work, Blending, etc.

How to make a durable size for window work with valuable suggestions.

No. X31. SHOW CARD PAINT, Mixing Colors, etc.

What to use for easy and smooth lettering.

How to mix, economical method for best results with table of colors.

No. X32. BRUSHES and LETTERING PENCILS.

What kind and sizes to use for card and sign work.

Best and cheapest lettering pencils with the REQUIRED ELASTICITY.

How to keep them in good order, etc.

Price per Number, 10c each, postpaid.

No. X33. RAISED LETTERING.

How to begin work.
Position, essential strokes.
What to do and what not to do.

No. X34. RAISED LETTER WORK.

Explicit directions for mixing lettering compound.
How to make white or colors.
How to keep compound in good working order for smooth and solid lettering.

No. X35. RAISED LETTER WORK.

The AIR PENCIL, and how to make it, with full directions in detail, articles can be had at any druggist's or hardware store at small cost.
How to fill the Air Pencil with lettering compound.
Easy and rapid methods.

No. X36. RAISED LETTER WORK.

Bronzing and flittering on black or colored card-board.
How to apply Gold and Silver Bronzes, Diamond Dust, metalices and flitters of all colors.
Directions for a superior water proof lettering compound accompanies this number.
In all orders plainly state name and number desired.
Remit by stamps or money order.
Orders promptly filled by return mail.

PRICE PER NUMBER, 10c EACH—POSTPAID.

W. A. THOMPSON,
Pontiac, Mich.

Letter Patterns for Up-to-Date Sign Lettering

Store Fronts, Awnings, Board Signs, Muslin Signs, Banners, Etc.

The use of letter patterns, not stencils, but true outlines, cut from a good quality of strawboard, showing the letter itself, is now used by the most experienced signwriters. With a good outline of letters to begin with, sign work is two-thirds done, and is a decided advantage to the expert as well as to the beginner. A pattern that is cut true will give a true outline. These patterns are ready to work from, and with proper care will last a life time.

HOW TO USE.

In general Sign Lettering, place the patterns upon the surface on which the letters are to be used, so that the spacing will be even, and proceed to outline them by running a sharp pointed pencil around the edge of the pattern. This will give a correct outline of the letters and ready for painting any color desired.

Very few sign painters shade letters correctly, but shading may be correctly done with patterns. First mark around the pattern to show the face of the letter, then move the pattern to the right or left (which ever side you desire the shading) and drop as far as you wish the shading to extend, and run the pencil along the outside edge as far as you wish the shading to extend, and run the pencil along the outside edge only. This will make the shading, all except joining the shades of the letter, which should be done with a line at an angle drawn from the point of the shading line to the point of the letter.

The following outlines will give an idea of the styles generally used, also price of each size, etc. In sending an order, note carefully the class or style you desire, also state size of letter you wish.

STYLE 30.

2 inch letters 25 cents per set	Postage	3 cents.
3 inch letters 30 cents per set	Postage	3 cents.
4 inch letters 40 cents per set	Postage	6 cents.
6 inch letters 50 cents per set	Postage	10 cents.
8 inch letters 60 cents per set	Postage	12 cents.
10 inch letters 70 cents per set	Postage	16 cents.

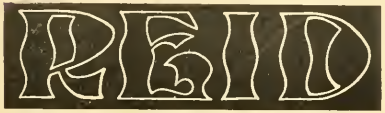
Following styles same price.

Any man or boy without previous knowledge of drawing or forming letters can do up-to-date sign work with these patterns. They enable the beginner to equal the work of many sign writers with years of experience.

Patterns cut from card-board showing each letter, true in outline and ready for immediate use.

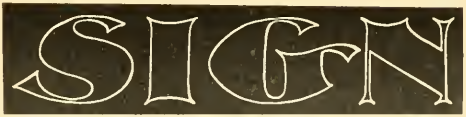
STYLE 32.

STYLE 34.



STYLE 36.

STYLE 38.



STYLE 40.

STYLE 42.

For price list see style 30.

In sending an order, note the class or style you desire, also size of letter wished.

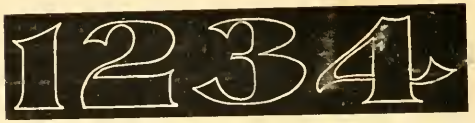
Each set listed consists of 26 letters and characters & **Lower Case Letters** to match any size or style may be had for the price quoted on capital letters. When four or more styles are ordered at one time, forwarding by express is often advisable. When this is desired, remit only the net amount of order without postage.

Address all orders

Figure Patterns

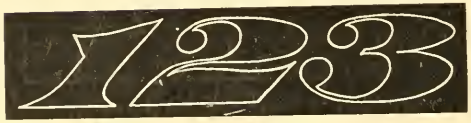
Figures outlined rapidly by running a peicil along the edge of pattern.

STYLE 47.

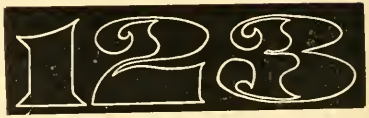


2 inch, per set of 10	.....15 cents,	Postage.....2 cents.
3 inch, per set of 10	.....20 cents,	Postage.....3 cents.
4 inch, per set of 10	.....25 cents,	Postage.....4 cents.
6 inch, per set of 10	.....30 cents,	Postage.....5 cents.
8 inch, per set of 10	.....35 cents,	Postage.....6 cents.
10 inch, per set of 10	.....40 cents,	Postage.....7 cents.

STYLE 49.



STYLE 48.



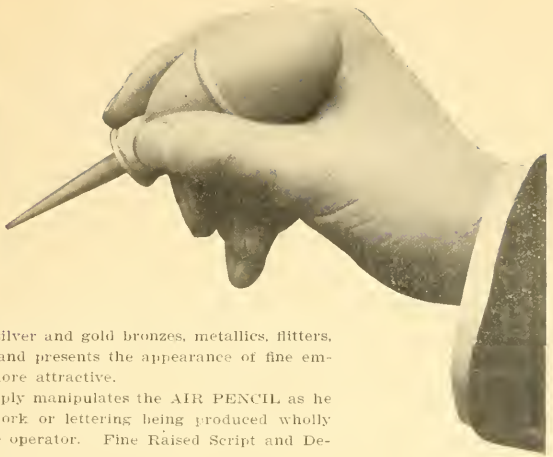
Either style, 48 or 49, see above price list.

Address

W. A. THOMPSON, Pontiac, Mich.

Raised Lettering

For Novelty Signs and Show-Cards



This lettering is made in any plain color, or in silver and gold bronzes, metallics, flitters, diamond dust, etc., on wood, cardboard, glass, etc., and presents the appearance of fine embossed lettering, but in greater relief and much more attractive.

In producing this style of work the operator simply manipulates the AIR PENCIL as he would an ordinary pen or lead pencil, the raised work or lettering being produced wholly by the pressure of the Air Pencil in the hand of the operator. Fine Raised Script and Designs, can be produced in the same way.

The work is very fascinating and executed with ease and rapidity. It is a money-maker from the start. Outside of lettering Sign-Cards, etc., the work can be made very profitable in ornamental decorations for the home. Flower pots, vases, panels, picture frames, etc., can be decorated in relief with leaves, flowers, scrolls, and other designs with the MOST SATISFACTORY RESULTS IN A VERY SHORT TIME.

Materials for preparing lettering compound can be obtained in any locality at a cost of from 3 to 7 cents per pound.

Plain lettered card signs sell from 15 to 25 cents each, actual cost of production from 1c to 3c. Elaborate styles with Diamond Dust, Flitters, etc., in Gold and Silver Lettering, sell from 20c to 50c each; cost of production from 2c to 6c each.

SPECIAL—We can furnish a complete RAISED LETTERING OUTFIT with instruction for $2.50. Outfit includes—One air pencil; one package of lettering compound; one package of Diamond Dust; three packages of Flitters—gold, silver and crimson; alphabet chart, large and small letters, with set of figures—FRESH HAND WORK—full instruction for raised letter work—everything in detail and of practical value. Outfit complete sent prepaid $2.50. Address,

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Dozens of fancy designs in nicely blended colors. Can be made by any one in a few minutes.

The show card background in the accompanying illustration will give an idea of the work done by the **New Show Card Spray Outfit.** The most inexperienced can produce from the start a first-class variety of show card designs of all styles in **Air Brush Effect,** and at a fraction of a cent above the cost of common card board.

The **Show Card Spray Outfit** will enable you to produce backgrounds and designs for show card equal to the work done by an **Air Brush,** costing from $25.00 to $35.00.

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One Show Card Sprayer, complete. Six packages of assorted colors—**Red, Blue, Green, Brown, Purple** and **Yellow.** Six Background Pattern Outlines—one for show card 22x28 inches, two for 14x22 inches, two for 11x14 inches and one for 7x11 inches. Six Show Card Background Copies, assorted sizes, finished in colors. Full instructions showing how to begin, proper position at work, etc., etc. In fact everything in detail and designed expressly for the show card writer.

This outfit is the most complete and convenient ever offered for the price and will give entire satisfaction. The assorted colors will be enough for over 3,000 backgrounds when properly used.

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